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Sales Management

THE MAGAZINE OF MARKETING

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SALES OPPORTUNITIES UNDER DEFENSE SET-UP

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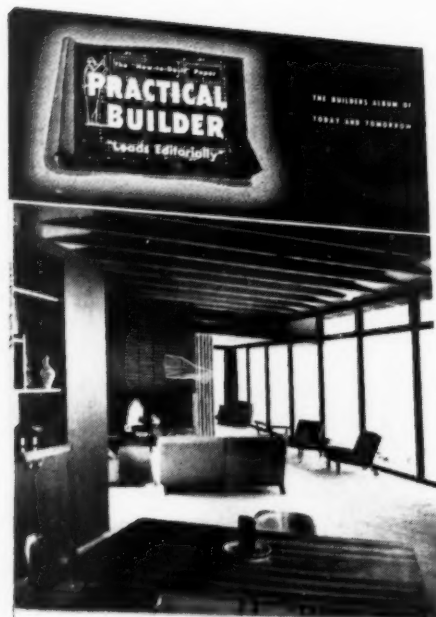
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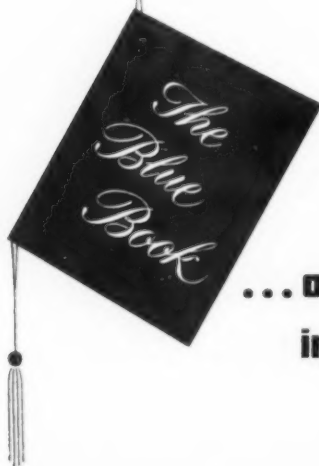
FIFTY CENTS



NOV. 1 • 1950



*"If a woman has charm," once observed
 a famous actress, "it doesn't make much difference
 what else she has. And if a woman hasn't charm,
 it doesn't make much difference what else she has." That goes,
 too, for prestige. Either a magazine has it... or it hasn't.
practical builder has it in great degree. A look at
 any issue will give you pedigreed proof. Proof
 that Practical Builder today is...*



**... of the light construction
 industry**

MF
5438
A34
V.65
Nov-Dec
1950
pt. 3

SITTING PRETTY IN 700,000 NEW YORK HOMES

TO outsell competition in New York, the world's richest and intensely competitive market where every advantage counts, reach more families in the home — where buying decisions are made.

The Journal-American, with the largest circulation of any evening newspaper in America, goes into more than 700,000 New York homes every evening . . . by far outdistances competition for New York family business. It is not just individual readers

the Journal-American delivers, but reader-families. The Journal-American goes directly into the home. It is read by all members of the family. It plays an integral role in the family gathering when purchasing plans are discussed.

Present your sales message in the evening newspaper that is bought, carried home and relied upon by more New York families — and your products, too, will be "sitting pretty" in New York sales-rank.

Journal American

NEW YORK

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY
HEARST ADVERTISING SERVICE

NOVEMBER 1, 1950

T

*to increase
distribution*



TRY A **Milprint** PACKAGE

Wrap a better package around your products and your salesmen have new, powerful ammunition to increase sales with old accounts and open new ones. If it's a Milprint package, you can be sure it has all the elements a dealer wants. And that means better display, faster sales.

Looking for new, profitable packaging ideas? Call your local Milprint man or write today.



Northern Towels pack plenty of shelf appeal in MILPRINT printed glassine overwraps.



Printed Cellophane, Pliofilm, Polyethylene, Acetate, Glassine, Foils, Folding Cartons, Lithographed Displays, Printed Promotional Material.

Sales Management

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HOW

INDUSTRIAL EQUIPMENT NEWS HELPS YOU MAKE

A SMALL BUDGET GO FAR ...

If your advertising budget for next year is going to cramp your style, then we have good news for you: Industrial Equipment News carries your message with great impact to the engineers and production men in every major industry.

A BIG BUDGET GO FARTHER ...

On the other hand, if your advertising budget for next year is large enough to cover the special fields in which you are interested, here's an idea well worth considering: Industrial Equipment News can support and supplement your industrial advertising and spread your product story to all *potential* markets in the industries not otherwise reached.

* * *

Either way, it costs as little as \$125 per unit (one-ninth page) to keep your product, or several of your products, before 61,347 operating, engineering and production men at the very time they are looking for product information.

For more facts and figures,
send for the new IEN Plan



INDUSTRIAL EQUIPMENT NEWS

Good for Selling . . .

because . . .

Used for Buying

THOMAS PUBLISHING COMPANY

461 Eighth Avenue, New York 1, N. Y.



A SYMBOL THAT MEANS

"The World's Fastest Transportation Service"

This is the symbol of Emery Air Freight... everywhere acknowledged as the "World's Fastest Transportation Service."

Today... and every day... Emery is serving America's leading corporations... making it possible for them to meet deadlines they once believed impossible.

Emery coordinates and combines the facilities of many different carriers... selects the fastest and most dependable, both ground and air, for each individual shipment. And every shipment whether a multi-ton casting or a three ounce mailing piece, gets *personalized* handling... *all the way*... from point of origin to destination.

Emery is today answering America's peacetime requirements and new defense demands with maximum speed plus *absolute control*... control maintained through a nationwide network of offices and agents in over 200 cities.

A call to your local Emery office or agent will bring instant action. *The shipment you hope will arrive tomorrow may yet reach you today!*

● Get the complete story of this nation-wide, **PERSONALIZED**, high speed air forwarding service—call your nearest Emery office or mail this coupon today!



EMERY AIR FREIGHT CORPORATION, Dept. B-1
314 E. 39th St., New York 16, N. Y.
Telephone: ORegon 9-1020

Please send me, without charge, a copy of your new folder, "THE WORLD'S FASTEST TRANSPORTATION SERVICE."

Name _____

Address _____

City _____ State _____

EMERY AIR FREIGHT CORPORATION

"THE WORLD'S FASTEST TRANSPORTATION SERVICE"

General Office: 314 East 39th Street, New York 16, ORegon 9-1020

Offices in Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Newark, Los Angeles, Milwaukee, Philadelphia, Pittsburgh, St. Louis, San Francisco, Washington, D. C.

Agents in all other major cities and towns in the U.S.A.



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November 1, 1950 Volume 65 No. 9



Follow the lead of these Business Leaders...

they're all giving Schenley to wish friends the best!



Harry G. Griffiths, President of the Pennsylvania Drug Co., says: "I order Schenley by the case—and my gift buying is through! It's quick and easy! There's no finer whiskey-gift."



Col. William Schiff, President of Schiff Terhune & Co., Inc., Insurance Brokers, says: "I give Schenley because it's a really fine whiskey . . . and a really fine answer to my Christmas problems!"



Arthur Martin Karl, President of Names Unlimited, Inc., Direct Mail Consultants, says: "Schenley is the answer to all my gift problems. I enjoy Schenley in my home, too."



Herbert Sondheim, President of Herbert Sondheim, Inc., Famous Dress Manufacturers, says: "Everyone appreciated Schenley last year, so I'm giving it again this Christmas."



Richard E. Booth, Executive of Nowland & Schladermundt, Industrial Designers, says: "A gift of Schenley is the best way I know to say, 'Thanks for all you've done for me this past year!'"



Edward Lyman Bill, President of Bill Bros. Publishing Co., Publishers of Sales Management, says: "Schenley is an ideal gift. Every man welcomes a gift of fine whiskey."

It's "GOOD BUSINESS" to give
SCHENLEY



BLENDING WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N. Y. C.

NOVEMBER 1, 1950



50,000 Stops... every day!

❏ *RECIPE for the largest newspaper circulation in America! Take seven hundred tons, more or less of prime newsprint. Cover with fresh news, hours-old pictures, Grade-A features. Fold and trim to about half-pound portions. Serve while hot, with seconds, to 25,000 newsdealers between 7:30 pm and 7:30 am.*

Sunday, start with 1,800 tons of newsprint...serve larger portions, garnished with gravure and color comics, to 100,000 dealers all over this town-tufted continent.

❏ Traffic with 6,000 tons of tabloid papers per week makes News Delivery the Never-A-Dull Moment Department. Take a typical day, any week:

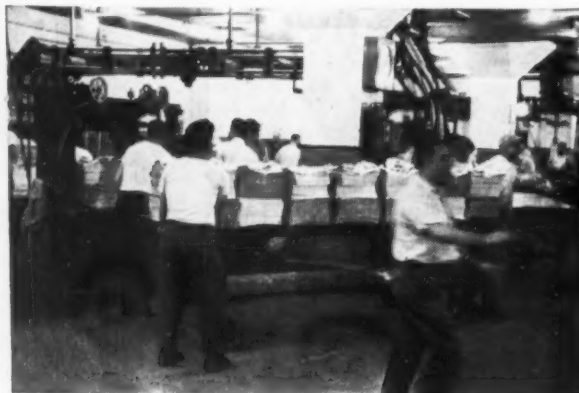
7:30 pm EDT: *Ahooooahooooah*... bellows the siren in the pressroom, and the presses roll on the first edition, in both the Manhattan and Brooklyn plants.

A minute later, the overhead piano wire conveyors carry a running ribbon of lapped papers down to Delivery... to be bundled for transit to dealers.

At the News Building on East Forty-second St., the first trucks to be loaded take off for Manhattan crowd centers, Penn and Grand Central Stations, Broadway. Some stands will be supplied three and four times in the next two hours. One News truck stands on Fiftieth St. east of Broadway, and replenishes nearby stands every few minutes.

The next trucks loaded go uptown and to the Bronx. From the Brooklyn plant, points of night sale are covered in Brooklyn and Queens.

❏ The first edition is known as the City Pink... from the color of its outer pages. Pink newsprint was not available through the war years, but the Pink is again



in evidence in metropolitan night life.

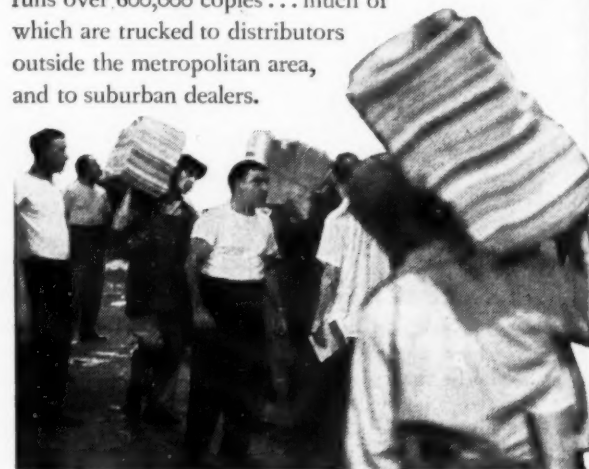
In upper Manhattan, in neighborhoods in Brooklyn and Queens, crowds congregate around the stands for the first edition. "Going out to get a News" is a social habit, that combines with walking the dog, getting a beer, gathering the groceries. And lonesome folk find it a means of meeting and talking with neighbors.

Late workers, movie goers, subway travelers, pick up the Pink. Housewives, too busy for newspapers in the morning, like it; and get a preview of fashions and merchandise offerings in the retail advertising.

The sale of the Pink has grown steadily every year. The press run now tops 600,000 copies.

❏ The second edition, the one Star Final comes off about 10:00 pm, a brief affair of some 50,000 copies that go to subscribers, to outgoing mail trains, to LaGuardia and Idlewild, and airward to everywhere.

The third, or Two Star Final, appears about 11:00 pm, runs over 600,000 copies... much of which are trucked to distributors outside the metropolitan area, and to suburban dealers.



The fourth edition appears about 2:00 am, runs to 900,000 copies... is distributed in thousands of bundles for stands and stores in city neighborhoods.

And the last, the Four Star, comes off about 4:20, runs around 100,000 copies, is used for "recovery" distribution. Press run may be greatly increased in the event of a big story, unusual pictures.

❏ On Sunday, the predate for national distribution is printed days ahead, totals around 1,000,000 copies. The six regular editions run to more than 3,000,000 copies.

❏ "Recovery" means that every stand and store is



called on at least a second time. If papers are selling better than usual, dealers can order more. All "recovery" sales are for cash, additional to the regular order.

"Recovery" makes papers available for the new or casual reader. Casual readers in time become regular readers. Yet so closely are sales gauged that The News has probably the lowest percentage of unsold copies of any metropolitan newspaper.

☛ Moving so many newspapers takes 160 trucks, ranging from light delivery to the behemoths that make the long suburban hauls.

These trucks cover 175 routes, run more than 50,000 miles per week. With distributors covering some routes on Long Island and New Jersey, News circulators make more than 50,000 stops every day. One-fifth of the trucks are replaced every year.

☛ The News driver has little in common with the traditional cowboy on a newspaper truck. He drives carefully, keeps a tight schedule. Most News drivers rarely dent a fender.

Many are dignified grandfathers, property owners, members of the News Twenty-five Year Club. They know their routes as you know your living room, tool around each night in the dark, drop off bundles on corners, in store entrances or prescribed locations. Rain is their worst headache, makes slower going, requires extra wrapping for bundles.

News drivers work a five-day week, are the best paid in the country on their job; and number around 500. A maintenance staff of 50 keeps their trucks rolling.

☛ This huge delivery organization works all night, every night, to deliver the largest newspaper circulation in America to the people who want it and buy it.



☛ The most significant feature about News circulation is that it is wanted, and is bought—more than 2,200,000 copies daily and 4,100,000 Sunday.

Subscription, dealer contracts, or carrier boys do not protect it or maintain it—only public demand, every day in the year.

The News delivers what its readers want in a newspaper. And a wanted newspaper—reaching seven in ten families, in a market such as New York City—delivers so resultfully for advertisers!

THE NEWS, *New York's Picture Newspaper*
220 East 42nd St., New York...Tribune Tower, Chicago
155 Montgomery St., San Francisco

The Human Side

FOR STAY-AT-HOME-STOCKHOLDERS

Annual reports, dressed up in cartoons and down-to-earth language, Pillsbury Mills, Inc., says are all right. But what are you going to do about stockholders—especially when you've as many as Pillsbury—who can't get to your annual stockholder meeting? Pillsbury's answer to the problem this year is a little booklet "Pillsbury Today."

For the stockholder who couldn't be among those present, "Pillsbury Today" is almost better than having been at the meeting. Every bit of ground, from treasurer's report to questions about where Pillsbury's flour comes from, is contained between the covers of the 40-page booklet. The language is simple and direct, but it doesn't make the mistake of talking down to the stockholder. And when he has read the heavily-illustrated booklet (photographs of the meeting, charts, pictures of various aspects of the plant) the reader feels he knows pretty much what Pillsbury has been and plans to be up to.

One section of the booklet, for instance, is given over to questions asked of the officers by stockholders at the meeting. Typical examples of the questions: "Why are credits so high?" Another: "Why did interest expense rise by \$22,038 in spite of a reduction in funded debt outstanding?" The officers' answers are there, too. Then there's a spread on the "Bake-off at the Waldorf," a summary of the big doings at the first annual baking contest which Pillsbury sponsored. Robert J. Keith, director of public relations and advertising, points out that the bake-off was not only a success, it provided advertising copy, in the form of original recipes, for the entire year.

Finally the board members are introduced, with a picture of each of the men. "You elected this board," the gallery is headed.

"Pillsbury Today's" last page bear the provocative caption: "We're still listening." The page itself is left blank—in case there's a question, not answered in the booklet, about the meeting or about any of Pillsbury's activities.

THE TRUTH WON'T OUT

When Sunset Line & Twine Co., Petaluma, Calif., said to J. Neil Springer, Betteravia, Calif., "You're the biggest liar in the country!" Mr. Springer did *not* consult his lawyer. Neither did he get his dander up. As a matter of fact, he beamed; he jumped up and down on his hat in sheer, undiluted joy. Because Mr. S.'s whopper paid off—to the tune of \$3,000 worth of choice merchandise and what a hunk of merchandise!

Sunset Line, you see, ran a contest to discover the

U.S.'s most outrageous liar—positively encouraged people to outdo themselves in circumventing the truth. The company decided that our society suppresses some of the best talents of ordinary Joes (Diplomats and such have plenty



"LAY THAT BROOM DOWN," shouted Neil Springer to his wife. "I just won Sunset's lying contest!" His wife always knew he was a liar, but she never thought he'd make it pay off.

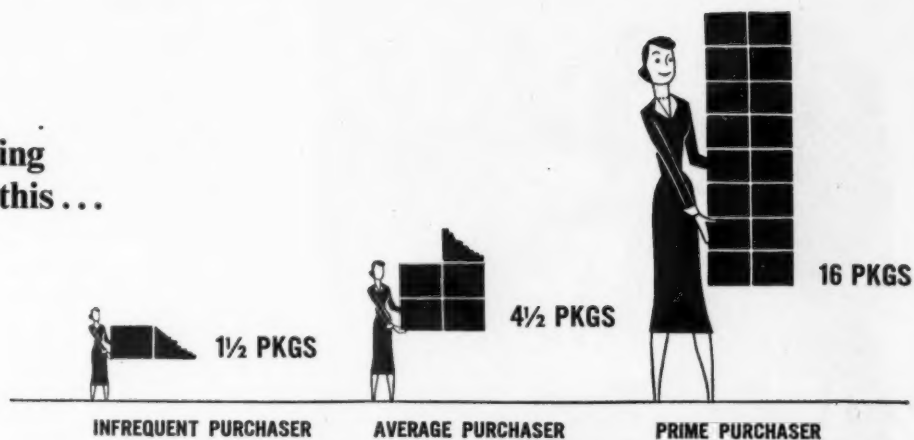
of opportunity to get the lies out of their systems.) and ran off a national contest—with some \$16,500 in prizes—for the characters who could tell the biggest "fish stories." Sunset invited anglers who use Sunset fishing lines to tell their favorite fabulous fish stories and even went so far as to specify that if said anglers had a particularly imaginative bent they could *make up* their lies!

To get the contest off to a rousing start, Sunset took large-space, two-color advertisements in such national magazines as *Sports Afield*, *Field and Stream*, *Holiday*, *True*, *Outdoorsman*, and in selected business papers. Advertisements called attention to the fact that the winners of the contest—and there were five big prizes—would garner booty guaranteed to delight the heart of the sportin' man. Grand prize: a station wagon with trailer, an outboard motor, a tackle box, a Hodgman Wader, a fishing rod, reel and a spool of Sunset's fishing line. Total value: \$3,100. Second prize winner: \$1,000 worth of choice merchandise.

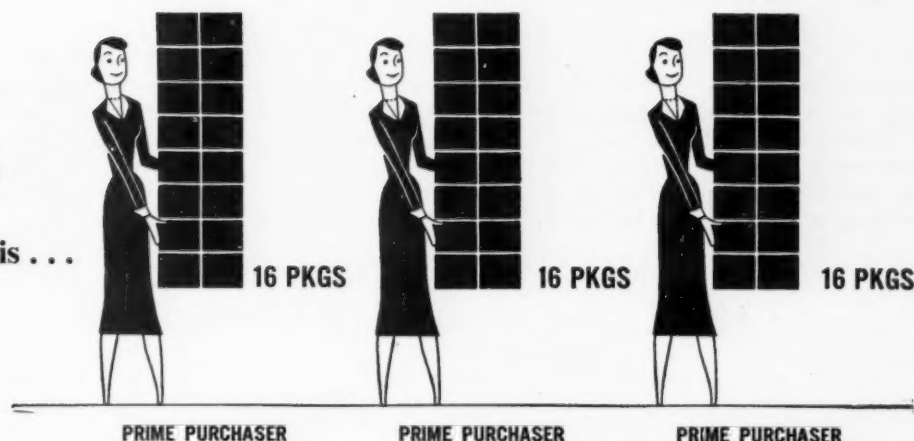
The company's salesmen got sporting goods stores and

SALES MANAGEMENT

People were buying
the product like this...



Panel findings
revealed why and
showed how
new sales approach
could persuade
them to buy like this...



RESULT: immediate sales increases

The J. Walter Thompson Company Consumer Panel showed that, in one year, 75% of all U. S. families bought the firm's products.

Resistance of the remaining 25% was high enough to indicate that 75% was virtual market saturation. But further Panel study revealed another vital fact: whereas a large percentage of established customer families were buying only 4 1/2 packages a year, some customers bought 16 packages a year.

A shift in promotion strategy was clearly indicated. New campaigns featured new uses for the product. These paid off in *immediate sales increases*.

Information like this comes directly from the reports of the J. Walter Thompson Consumer Panel. These reports are from a cross section of families throughout the entire U.S.A.; they are *daily* consumer purchase records. They not only suggest answers to known marketing problems... they continuously reveal new problems and opportunities *as they occur*.

Specifically, Panel findings answer... Who is buying? What Brands? Why? How much? When? and Where? But the Panel is not a one-time survey. Its answers are like a continuous motion picture of the consumer market. The picture can be slowed up or "stopped" at any point for detailed study. *Trends* can be charted and the market position of each competitor can be gauged. Who is gaining... who is losing.

The J. Walter Thompson Panel has proved its reliability as an index of buying habits of the entire country. Reports include day-by-day written records of *every purchase* in the product classes studied. Because its reports give a market picture obtainable in no other way it is a picture that your competitors may see, too late.

It is only one of the many services available to JWT clients. We shall be glad to give more detailed explanations to interested executives. J. Walter Thompson Company, 420 Lexington Avenue, New York 17, N. Y. *Twenty-two other offices in strategic cities around the world.*

THE JWT CONSUMER PANEL offers these unique advantages

1. The base is a representative cross-section of the whole United States, covering all family types and all marketing areas. Regional, income and age groups can be studied individually.
2. The monthly reports from these families are based not on opinion, not on memory... but on actual purchases recorded in a daily diary.
3. Every purchase (of the products under study) is put down, and the *place* of purchase shown... including major chains, syndicate stores, house-to-house, co-operatives, etc.
4. Reports also show purchases of competitive products, relative importance of product *uses*, degree of brand *loyalty*.
5. Because the results are a continuous record of the buying habits of the *same* families, they can be analyzed as case histories... which mirror accurately the facts on repeat sales, results from deals and premiums, etc.



LIARS BAITED HER... she's the girl with the "Sunset Lines." Bevy of admirers around her are judges in fish-tale contest.

departments all over the country to tie-in with and support the contest by displaying point-of-purchase pieces with pads of entry blanks and a list of contest rules. The rules were purposely simple: "Just jot down your favorite 'tall' fish story in 150 words or less and send it to the company with one Sunset line label."

To make it even easier the advertisements added: "Of course you have scads of 'fabulous fish stories.' If not, make 'em up. The bigger the 'whopper' the more chance you have to win a whopping prize. Every week 25 valuable awards for the 'tallest' fish story; every seven weeks 27 even bigger prizes . . . and at the end of the contest . . . *Wow!* five of the best Super-Liars get paid off in terrific fashion."

Sunset says it was almost knocked down by the avalanche of mail from liars. The company started turning over the mail-tide flood to the five judges, all prominent editors and sportsmen. The judges said they had to read only a few lies at a time. After reading too many at one sitting even the most outrageous prevarications sounded like Social Bee chatter.

But out of the thousands of fish stories Mr. Springer was finally landed. And the second prize went to Bill Pearson of Wahoo (He didn't invent the name—just the story.), Nebraska.

Jack Hoag, Sunset's sales manager, has a grin that won't wear off. His salesmen nearly wore their legs off hauling line to their customers and business is almost too good. There's a limit to how much fishing line anyone can make. But Mr. Hoag says next year they'll have the contest again. And Sunset will make it \$20,000 worth of booty!

NEWARK and SUBURBS

Here's America's 11th
market . . . a million people
in a 12 mile circle . . .
blanketed at low cost
ONLY by the

NEWARK NEWS
Evening and Sunday



"I'LL TAKE THE BIGGEST"



58% coverage at a single cost

**THE BIGGEST COVERAGE OF BALTIMORE'S
\$334,500,000* GROCERY BASKETS**

More than \$334,500,000 a year is spent to fill the food baskets of Baltimore housewives. To reach these women when they make out their grocery shopping lists, use the *first and biggest* food section in Baltimore...in the News-Post every Thursday.

Here's Baltimore's greatest coverage (58%) reaching 198,299 City Zone families** at a single cost. (Total net paid 227,091).



● To know all the facts about Baltimore today, ask to see this new Analysis of the Baltimore market.

Baltimore News-Post

First in Circulation . . . First in Coverage in the 6th Largest City

A HEARST NEWSPAPER—Represented Nationally by Hearst Advertising Service
Offices in principal cities: Philadelphia • Baltimore • Boston • Chicago • Detroit
Los Angeles • New York • Pittsburgh • San Francisco • Seattle • Fort Lauderdale, Fla.

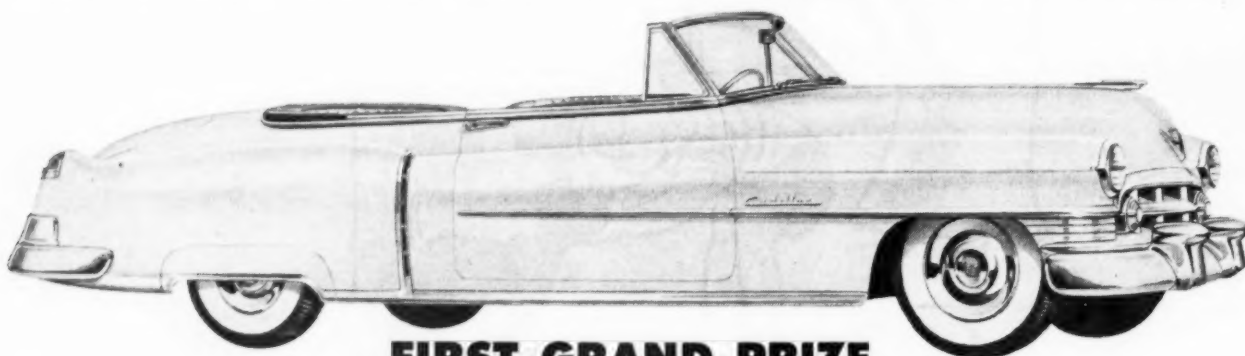
*1950 Sales Management Survey of Buying Power. **ABC City Zone based upon Bureau of Census 1947 surveys for Metropolitan Districts.



WANT TO CADILLAC

HELP YOURSELF to 912 exciting awards worth \$9700 in new "Cosmo-Quiz" contest based on Cosmopolitan's Sept., Oct., and Nov. issues.

YOU'RE ELIGIBLE, if you work for a national advertiser or an advertising agency—your wife and children are invited to participate, too.



FIRST GRAND PRIZE

Winner will receive a new 1951 Cadillac Convertible (illustration above shows 1950 model) on or about January 15, 1951, or as soon thereafter as manufacturer can make delivery under existing conditions.

JUST ANSWER THESE 15 QUESTIONS FROM NOV. COSMOPOLITAN!



Page numbers in italics tell you where in Cosmopolitan you'll find the beginning of the feature on which the question is based.

1. *Pg. 54.* According to Caroline Bird, a cocktail party guest should:

- a. help mix the drinks c. stay for dinner
- b. greet the hostess d. bring a gift

2. *Pg. 157.* Western Union was founded in:

- a. 1851 c. 1812
- b. 1871 d. 1908

3. *Pg. 60.* A Frenchwoman wanted to meet her man so desperately, she:

- a. chased him to China c. wore a Bikini suit
- b. lost thirty pounds d. took flying lessons

4. *Pg. 64.* One of the Commodore Music Shop's arresting customers was:

- a. a famous conductor c. Harry S. Truman
- b. a mortician d. a taxi-driver

5. *Pg. 48.* Gloria's date with Johnny was at:

- a. 9:30 c. 8:45
- b. 6:00 d. Midnight

6. *Pg. 70.* Boxer Jake LaMotta, who never got beyond the ninth grade, reads:

- a. comic books c. the Koran
- b. Sigmund Freud d. Browning's poetry

7. *Pg. 50.* The much publicized Lana Turner-Bob Topping honeymoon lasted:

- a. nineteen months c. two weeks
- b. five days d. six months

8. *Pg. 68.* The best colors for a man to wear are governed by:

- a. his hair and eyes c. his skin tone
- b. his own likes d. style trends

9. *Pg. 46.* Lovett met Lester Flynn in the Cocoanut Grove on the night of:

- a. Oct. 16, 1949 c. Dec. 7, 1941
- b. June 3, 1920 d. Nov. 28, 1942

10. *Pg. 56.* "Toughie" Brasuhn's life would be a great movie, according to:

- a. Samuel Goldwyn c. Louella Parsons
- b. Faye Emerson d. Walter Winchell

11. *Pg. 34.* When the FBI cornered Richard Crowe, they made him:

- a. show his identification c. tell how he made his getaway
- b. count the money d. locate his car

12. *Pg. 58.* Chopper Curran wasn't going to try for Phi Beta Kappa because:

- a. he didn't understand Greek c. he disliked frats
- b. he hated vests d. he thought it cost too much

13. *Pg. 62.* Horace Reisenbusch could not stand the idea of being called:

- a. The Stock Market Barber c. Horace
- b. The Bearded Butcher d. The Man Who Decided Against His Own Advice

14. *Pg. 38.* In the exciting new Chilean Canasta, the joker counts:

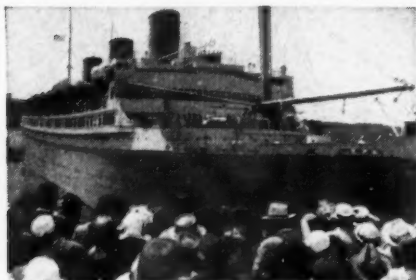
- a. thirty points c. one hundred points
- b. fifty points d. five points

15. *Pg. 40.* Mac decided that he loved Katie when he discovered she was:

- a. a rich debutante c. a first-rate cowhand
- b. a competent pilot d. a bridge expert

WIN A NEW CONVERTIBLE?

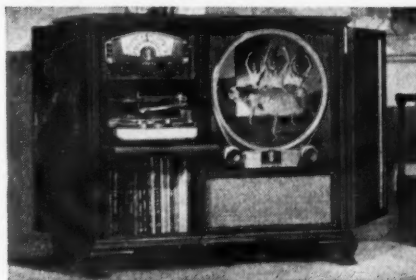
WANT TO WIN Two-Week Bermuda Vacation for Two?



SECOND GRAND PRIZE

Includes de luxe accommodations, New York to Hamilton and return, on Furness Line's *Queen of Bermuda*; 9 days, with meals, at luxurious *Princess Hotel*; private car and driver for sightseeing.

WANT TO WIN New Zenith Television- Radio-Phono Combination



THIRD GRAND PRIZE

Breakfront cabinet, with doors, in Chipendale period, finished in swirl mahogany. Huge 238 square inch television screen, Armstrong FM and standard broadcast radio, 3-way automatic record changer.

MONTHLY PRIZES

For each of 3 months—
September, October and November

1st MONTHLY AWARD

A 14-kt. solid gold Ronson lighter (\$240.00 value) or a Martin "60" outboard motor.

★ ★ ★

2nd MONTHLY AWARD

A 34-piece set of sterling silverware (Gorham, Oneida or Wallace).

★ ★ ★

3rd MONTHLY AWARD

Zenith Universal portable radio.

★ ★ ★

PLUS 300 ADDITIONAL PRIZES

for runners-up each month.

Here Are The Contest Rules!

1. **Eligibility**—anyone employed by a national advertiser*, or by an accredited advertising agency, is eligible to enter any one or all three of this series of monthly contests, including the husband, wife or children of any person so employed. Employees and immediate families of employees of Cosmopolitan, its advertising agency and Richard Manville Research are excluded. *Any advertiser using one or more of the following media: national consumer magazines, network radio and/or television; newspapers, billboards and/or radio and TV spots in 5 or more cities in different states.

2. Coupon in this ad constitutes official "Cosmo-Quiz" entry blank. To enter contest, check on coupon correct answer to each quiz question. Then complete in 25 words or less the statement "I enjoyed Cosmopolitan because..." Mail your filled out coupon to Cosmopolitan, P. O. Box 80, Grand Central Station, N. Y. 17.

3. Entries for each month's contest must be postmarked no later than midnight on the last day of the month of the issue of Cosmopolitan on which each quiz is based. Monthly prize winners will be notified within 30 days following closing date of each contest. Grand Prize winners will be notified within 45 days after closing date of final monthly contest, Nov. 30, 1950.

4. Individual contestants will be limited to one entry in each monthly contest. All entries must be the original work of the contestants.

5. Monthly prizes will be awarded on the basis of correct answers to quiz questions.

6. Grand Prizes—winners of 1st, 2nd and 3rd

prizes in each monthly contest will be eligible for the Grand Prize awards at conclusion of third and final monthly quiz. Only their prize-winning monthly entries will be considered in determining these awards.

7. In case of ties, monthly and Grand Prize winners will be determined by neatness, originality, interest and aptness of thought expressed in the 25-word statement. In case of ties, again, duplicate prizes will be awarded to each of the tying entries.

8. Entries in each monthly quiz will be judged by Contest Div., Richard Manville Research, independent contest-judging organization. To determine Grand Prize winners, the 25-word statements of the three top winners in each of the three monthly contests will be judged by three prominent advertising executives, serving as volunteer judges. Judges' decisions will be final. If judges cannot agree, final Grand Prize winners will be selected by Contest Div., Richard Manville Research.

9. All entries must carry sufficient postage. Entries become property of Cosmopolitan Magazine; none will be returned. Names of contestants, other than the three top winners in each monthly contest, will not be used in advertising without express consent in writing.

10. This contest is subject to all Federal and local regulations.

11. After Grand Prize winners have been announced, a list of all monthly winners will be mailed to entrants sending in fifteen cents in stamps to cover postage.

12. It is expressly understood and agreed to by each contestant that in accord with above rules, neither Hearst Magazines, Inc., nor Richard Manville Research will incur any legal liability to nor be responsible to said contestant for any negligence, error, act or omission in handling or judging contestant's entry.

To: Cosmopolitan, P. O. Box 80

Grand Central Station, New York 17, N. Y.

Here are my "Cosmo-Quiz" answers for Nov.:

- | | |
|--|---|
| 1. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D | 9. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D |
| 2. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D | 10. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D |
| 3. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D | 11. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D |
| 4. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D | 12. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D |
| 5. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D | 13. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D |
| 6. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D | 14. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D |
| 7. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D | 15. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D |
| 8. <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D | |

Complete statement below in 25 words or less:

I enjoyed Cosmopolitan because

(Print, please)

Name _____
(Print, please)

Address _____

City _____ () State _____

Firm _____ Title _____

M

HERE'S YOUR OFFICIAL ENTRY BLANK



Cross out on coupon at right one letter—☐ A, ☐ B, ☐ C or ☐ D—corresponding to the one correct answer to each question. Be sure also to complete the 25-word statement. This entry must be in the mail on or before midnight November 30.

Note to those competing as a spouse or child (rule #1 above): enter your own name on line under "Firm" and use the coupon identification spaces for name, address, etc. of person whose business connection establishes your eligibility.

YOU'RE IN...

IN IOWA

WALLACES' FARMER
Iowa Homestead

Good Farming Clear Thinking Right Living
Plenty Of Feed This Fall

IN 9 OUT OF 10 OF
IOWA'S BEST FARM HOMES

IN THE FARM PUBLICATION
"DEPENDENT ON MOST"

IN THE TOP SELLING MEDIUM
IN THE TOP SELLING MARKET

Change PMA Allotments? . . Page 5
Southern Iowa Looks Up . . Page 8
Reseal Or Deliver Corn? . . Page 14

IOWA'S LEADING FARM NEWSPAPER



LEADERSHIP by every standard of measurement!

Facts and figures prove that Iowa is the nation's top farm market . . . and that Wallace's Farmer and Iowa Homestead is the top selling medium for this rich market. The five basic standards for measuring market and media, listed below, tell the story. Write us for the reports you want.

1. **COVERAGE:** Check ABC figures in Standard Rate & Data for the breakdown of actual farm coverage.
2. **QUALITY OF READER:** See the study titled "Measuring the World's Biggest Farmer", based on special U. S. census tabulations.
3. **READER TRAFFIC:** Check your Continuing Study of Farm Publications No. 4 for readership facts about both Iowa farm men and women.
4. **READER PREFERENCE:** Send for "InFARmation Please", a study of the information sources of Iowa farmers, based on Iowa State College area sampling survey.
5. **DEALER PREFERENCE:** Tell us the kind of dealer you're interested in and we'll give you the dealers' own answers about the type of advertising they prefer.

When your sales message is in Wallace's Farmer and Iowa Homestead it's in 9 out of 10 of Iowa's best farm homes. It's in the farm publication more Iowa farmers and their homemakers read than any other single medium. More of them read it and rely upon it for more different types of farm and home information than any other publication.

It's your best "in" in this top farm market because the confidence its readers have in their local homestate farm publication naturally has a strong influence on their buying habits.

Farm trade dominates 92% of Iowa towns. So to sell Iowa, sell its farmers. To sell them tell them right in their homes . . . through Wallace's Farmer and Iowa Homestead.

WALLACES' FARMER
IOWA HOMESTEAD

Dante M. Pierce,
Publisher

DES MOINES, IOWA

SALES MANAGEMENT

NEWS REEL



L. L. PETERS

Has been appointed LP—gas sales manager of the American Stove Co., and also retains his responsibilities as commercial sales manager of the company.

L. W. SMEAD

Promoted from assistant general sales manager to general sales manager, Ford Division, Ford Motor Co., he succeeds W. A. Williams, vice-president.



D. H. HOLMES

General sales manager of The Parker Appliance Co., manufacturer of aircraft and industrial tube fittings, elected vice-president in charge of sales.

HAROLD K. BECK

In addition to his present post as manager of the Washington, D. C., office of Worthington Pump and Machinery Corp., is named commercial v-p.



CHESTER M. BROWN

Director of sales for the past three years, he has been appointed a vice-president, General Chemical Division of the Allied Chemical & Dye Corp.

P. M. BURGESS

P. M. Burgess, general sales manager, Federal Enamel and Stamping Co., which he has served since 1917, elected vice-president in charge of sales.



PUBLICKER INDUSTRIES, INC.:

Promoted from general sales manager to director of advertising, merchandising and sales promotion, newly made position, R. Robert Smith (right) will coordinate these activities for the parent company and all subsidiaries. He is succeeded by Mark Dietz (left), former assistant general sales manager.





Sino in a snowstorm...

Ten years back, the communist outbreak in Korea would have been an "incident" buried in the back pages of a newspaper.

But in 1950, a local aggression nine thousand miles away has an immediate and alarming impact on the opinion, life, and business of this country.

An epidemic of scare buying starts. Within two months, material shortages have kicked prices up and revived gray markets. A threatened price freeze pushes up prices and wages. Casualty lists are in the front pages again. Congressmen run for reelection on their foreign affairs record!

Running any business, big or little, today is obviously more than a matter of minding one's

Ps and Qs. A lot of considerations, other than the alphabetical, affect the business man's judgment. And it is small wonder that his outlook may be at times as clouded as the Chinese elder's in the toy snowstorm . . . Which is where Nation's Business comes in!

NATION'S BUSINESS is possessed of no particular meteorological facilities, has no crystal ball with respect to Korea or anything else. A magazine published for business men, it publishes neither the news nor techniques of business.

It is more concerned with eventualities than events, with causes than effects. It tries to apprise

BUGS VS. BOMB . . . Botulinus toxin is a deadlier weapon than the A or H bomb . . . "The Bug Bomb Challenge vs. the Atom," by William Bradford Huie.

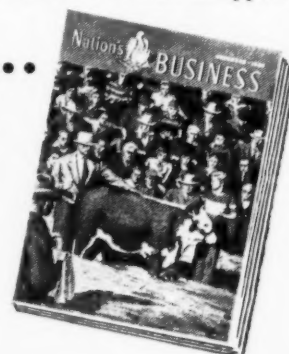
FALSIES FROM FOAM . . . the new foam rubber makes falsies, flower pot cushions, football head gear, upholsters padded cells. "Behind the Foamy Froth," by R. Josephs.

BOOKSELLING BUSINESS . . . Brentano's

shattered 98 year tradition by changing from handledgers to machine bookkeeping . . . "Bookseller to the World" by A. Morse.

YESSED EXECUTIVE TOLD NO . . . J.C. was the big boss . . . but in the woods he learned a lesson from the oldest business. "A Little Piece of Business" by C. Rawlings.

AND A DOZEN OTHER fine features for the businessman in the November issue.



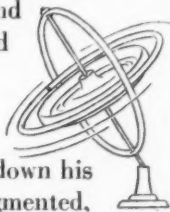
the man in business of the prevailing facts and factors which affect all business; adheres to the long view rather than the quick turn, to the business climate of tomorrow rather than the market temperature or tempo of today.

It also treats the business man as a man, with very personal problems of family, future, finances, health, and personal effectiveness; and as an interested and essential member of the community.

The content of any one issue may include new machine tool developments, foreign tax systems, the mechanization of cotton culture, house organs and bulletin boards as industrial relations tools, socialistic trends in Federal government, the risk in extending state relief funds, applications of Point Four in foreign countries, diversified industry as unemployment insurance, Russia's inadequate food supply as a deterrent to Soviet aggression, sports broadcasting, square dancing, improving the higher octane fuels, piped music in factories, adult education, the rise of the cash register, farm research in the South, how an express system works, when to see a chiropodist, personal estate and insurance programs. And all these subjects are not academically exposed, but as pertinent and practical to Nation's Business readers.

Its Washington Letter for Management is a summary of items of interest to business men, helps them make up their minds and plan ahead—is devotedly followed and read by most NB readers.

THE NET RESULT is that the reader of Nation's Business lays down his copy with his understanding augmented,



his information increased, some of his doubts dissipated, and a store of stimulating ideas for the benefit of his business and his personal affairs.

Because Nation's Business makes a substantial contribution to his business thinking and private life, it has his respect, confidence, and in some instances even his affection. And this closeness makes Nation's Business a superlative medium for producing opinion, reputation, and sales.

For its function alone, Nation's Business makes a valuable advertising medium. When, in addition, its audience is considered, it is the outstanding medium among all general business publications.

Because Nation's Business has by far the largest circulation in its field, more than half as



much again as any of its contemporaries—more than 700,000 circulation! And its circulation not only covers big business and major companies, but reaches another 250,000 smaller business men, and small town business men—an important premium of market and influence in any medium.

The big circulation makes possible the low rate—\$3,300 per page, *little more than the cost of general media circulation.*

If you sell to business, Nation's Business offers more effective access to more market than any other medium to business you can use. If you don't know as much about it as you should, call the nearest Nation's Business office.

NATION'S BUSINESS

WASHINGTON, NEW YORK, CHICAGO, DETROIT, CLEVELAND,
SAN FRANCISCO, LOS ANGELES, SEATTLE AND DALLAS

Here it is!

'51's LIKELIEST PROFIT-PRODUCER

for manufacturers of new-home products!

Here's why...

UNLIKE government-curbed mass housing, the rich custom-built market is heading for an upswing in '51—and Home Owners' Catalogs sells this quality market like no other medium does.

UNLIKE mass "shelter group" publications, Home Owners' Catalogs selectively sells this selective market by distributing your sales literature to *known consumer prospects only*—families who are *impelled to buy*.

UNLIKE the function of mass advertising, consumer catalog distribution via Home Owners' Catalogs provides detailed *buying information* which influences *buying decisions* made by specific, verified, dominant *buying factors*.

UNLIKE any other printed means you can name, Home Owners' Catalogs is the *most effective, most economical* distributor of consumer sales literature to the greatest number of qualified home-planners.

UNLIKE any other year in its history, Home Owners' Catalogs is now serving more national accounts than ever before . . . distributing more consumer catalogs than ever before (over 2,500,000) . . . binding bigger books than ever before (over 398 pages).

UNLIKE all other merchandising aids offered by consumer publications and services, the Home Owners' Catalogs merchandising package is a *proven sales-maker* with plenty of dealer-level impact.

UNLIKE so many other consumer media, there'll be *no rate increase* for a '51 Home Owners' Catalogs program—Standard Rate and Data Service tells the full story.

ACT NOW! HIRE HOME OWNERS' CATALOGS FOR '51!
YOU'LL LIKE WHAT IT DOES TO YOUR SALES!

RARE SALES OPPORTUNITY . . .

for manufacturers of building materials, equipment, appliances, and home furnishings!

Write today for full facts on Home Owners' Catalogs and the quality housing market. These two brochures are yours for the asking: "Now You Know" and "Let's Sell Quality Housing".

HOME OWNERS' CATALOGS

THE F. W. DODGE CORPORATION'S

CONSUMER CATALOG
DISTRIBUTION SERVICE

119 West 40th Street, New York 18, N. Y.

HOME OWNERS' CATALOGS

a treasury of quality new-home building products and services for modern, comfortable living...

... manufacturing corporation - american central division; crosley division • american telephone and telegraph corporation • general electric company - appliance and merchandise department; automotive division • ford glass company • minneapolis-honeywell regulator company • the mosaic tile company • the pryne & co., inc. • rheem manufacturing company • the sisalkraft co. • square d company • the philip carey manufacturing company • chase brass & copper co. • the formica products corp. • harvey-whipple, inc. • landers, frary & clark • thatcher furnace company • truscon steel company • the waterman-waterbury co. • youngstown kitchens - mullins manufacturing co. • crane co. • drexel furniture company • the formica company • frigidaire division, general electric company • hotpoint inc. • iron fireman manufacturing co. • libbey-owens-ford glass company • kelvinator corp. - kelvinator division • pittsburgh plate glass company • trade-wind motor company



—that's what
Makes Sales!

"SHOW-HOW"

HEINN

MILWAUKEE
ORIGINALATORS OF THE Loose-Leaf SYSTEM OF CATALOGING



THE HEINN COMPANY
326 WEST FLORIDA STREET
MILWAUKEE 4, WISCONSIN

Capitalize on the sales-power of "Show-How". It's good for your publication advertising — it's better for your catalog. The Trimmerman Speed Nut catalog takes full advantage of "Show-How", illustrating product application along with technical information. The loose-leaf pages provide more "showroom" — for better display.

Heinn, originator of the loose-leaf system of cataloging, is the exclusive producer of Protecto-Process catalog covers. Protecto-Process loose-leaf covers give more years of service — retain their classic beauty longer than ordinary covers. Before you plan your next catalog, get the Heinn "Show-How" story and the facts about Heinn Protecto-Process covers.

The Scratch Pad

By T. HARRY THOMPSON

Aside to Everett Bond, general manager of Chap Stick: Glad you liked the column's suggested slogan. Also, thanks for the complimentary supply of Chap Stick and Chap-ans.

As it comes over the air, the announcer is telling you to "ask for bare aspirin," and it sounds immodest to Jack Lutz.

Quiz-show winners are "guess-stars," according to Tup Way. He further thinks some daytime radio advertisers are leopards, because they never change their spots.

In *Pipe Dreams*, house-organ of Universal Concrete Pipe Co., Columbus, Ohio, I found these golden nuggets: "A young man in his early flirties" . . . "She returned his glances unopened" . . . "A few raindrops fell experimentally" . . . "A baby clouding up for a squall" . . . "His tail still wags in my heart" . . . "The moon, a gardenia in night's button-hole" . . . "She looked lovely in a crowded sweater."

Headline Parader by American Airlines: "Sales go up when salesmen do."

So far as I know, a town near Philadelphia has never used the slogan: "Forever Ambler."

San Francisco has a female flag-pole-sitter. She's not the only one who's up in the air these days.

If you remember, copywriters were ranked just one line above the makers of artificial flowers on essentiality last time.

"Our doubts are traitors and make us lose the good we oft might win, by fearing to attempt."—Shakespeare.

Two of the saddest symbols I know of are a wooden cross in a military cemetery, and a moving-van.

Incidentally, during 11 months in storage in one of Philadelphia's oldest and best-known warehouses, some \$190 worth of my stuff was apparently pilfered, not to mention damage to another \$75 worth. As this is written, the president of the moving company hasn't even answered my letter written two months ago.

"Eden Declares Danger to Peace is 'Very Great'"—headline. Statesmen have a genius for stating the obvious.

A local bowling-alley employe was held in the theft of \$235. Pin-money, you'll expect me to say.

Our cotton crop is said to be the smallest since 1946. Remember during Wilson's regime when Tin Pan Alley tried to ease the surplus with a ditty called: "Buy a Bale of Cotton?"

It seems we're to have an atomic navy. That will change U-boats to U-235 boats.

Petition to replace a cemetery with a super-market has some grave overtones.

An accident is usually a "laxident," caused by someone's laxity.

The movie, "Kangaroo," is hopping-up its publicity.

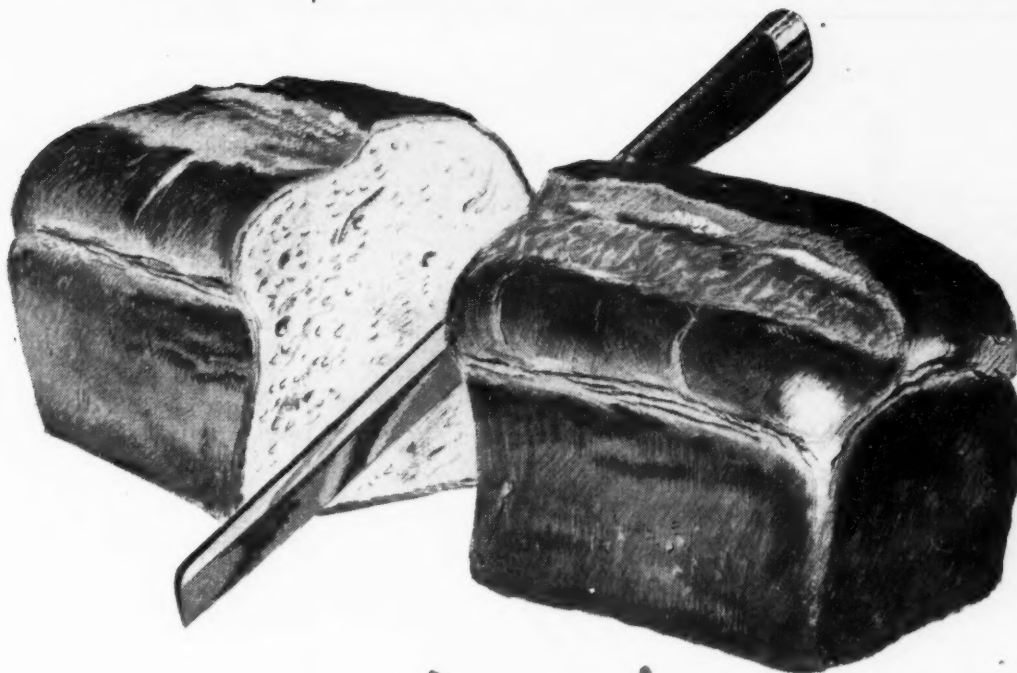
New gnu at local zoo makes gnus.

UMBRELLA: A check-rain.

A 15-year-old wife was sued for divorce in Detroit. If they couldn't hit it off after all those years, it was better to bust up.

"Perch's Popularity Rising" — head on newspaper filler. What else could a canary sit on?

SALES MANAGEMENT



why take only **half a loaf**
in the Cleveland Market?

There's no need to buy only part of the Cleveland market! In the Cleveland Plain Dealer, advertisers effectively reach the tremendous buying power of the compact Cleveland market—Greater Cleveland and the 26* adjacent counties. For the P. D. and *only* the P. D. reaches these two rich buying areas. Retail sales in this 2-in-1 territory total some \$2,405,631,000

annually. Here are two almost equal retail markets, *each* constituting only half the loaf, *both* served effectively by the Cleveland Plain Dealer, and at *one* low cost.

Here in *one* newspaper and at *one* low cost, you can support your dealers by reaching your prospects in this important 2-in-1 market.

	(Cleveland) Cuyahoga Cy.	26 Adjacent County Area*
Total Retail Sales . . .	\$1,389,093,000	\$1,016,538,000
Food Sales	344,023,000	258,111,000
Gen. Merchandise Sales . . .	256,335,000	90,493,000
Drug Sales	39,922,000	20,972,000
Furn., Hsld., Radio Sales . . .	70,099,000	44,938,000
Eff. Buying Income . . .	2,372,846,000	1,602,861,000

*Akron, Canton, Youngstown not included
Figures-Sales Management Survey, May, 1950



The Plain Dealer's Market Survey Department can assist you in checking your merchandising coverage with current market data for Cleveland. Write for information.



CLEVELAND PLAIN DEALER

Cleveland's Home Newspaper

Cresmer & Woodward, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
A. S. Grant, Atlanta



Localnews families are the Easiest-to-Sell

Food sales in Localnews cities are 39% above the national average . . . amounting to \$976 per family. This is a dividend of \$271.00.

These are the easiest to sell of all American families . . . because the the Localnews daily pervades their lives with an intimacy no other newspaper, no magazine or radio station can approach.

It, alone, provides all the news which satisfies their innermost interests day after day—the artery which ties the whole family . . . parents and youngsters . . . in to the community . . . and enables them to live fully in a truly local and neighborly fashion.

Before the lamps are doused and the cat put out for the night, the entire family has read the Localnews daily . . . avidly, thoroughly. They can't afford to miss it. It's imbedded in the daily routine . . . like the appetite for food. That's why the Localnews daily is the basic advertising medium . . . with the easiest-to-sell families in America.

"LOCALNEWS DAILIES—basic advertising medium"

The Julius Mathews Special Agency, Inc.

NEWSPAPER REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO
BOSTON • SYRACUSE • PHILADELPHIA

I can't tell you about the new hats for women. It's a millinery secret.

An item on the sports-page says Gussie Moran would turn pro for \$75,000 a year. So would I.

We shrink with horror at the mere mention of the atom-bomb, yet violent death in any form is just as bad.

Mrs. Kasenkina is writing a book about Stalin with a devilish good title: "The Red Devil."

A fellow can get fed up with the fine print reading "fed. tax."

An old-timer is one who remembers when crying babies were given a liquid lullaby, known in them days as Mrs. Winslow's Soothing Syrup. I haven't seen it advertised in years.

New Jersey longshoremen refused to unload a shipment of crabmeat from Russia. No claws in their contract.

When the S.P.C.A. cracked down on the goldfish races in Asbury Park, I wanted to say something about the fish scales of justice but couldn't bring myself to do it.

No, Tessie; it wasn't "highway robbery" when Truman cut \$120,000,000 from the road-aid bill.

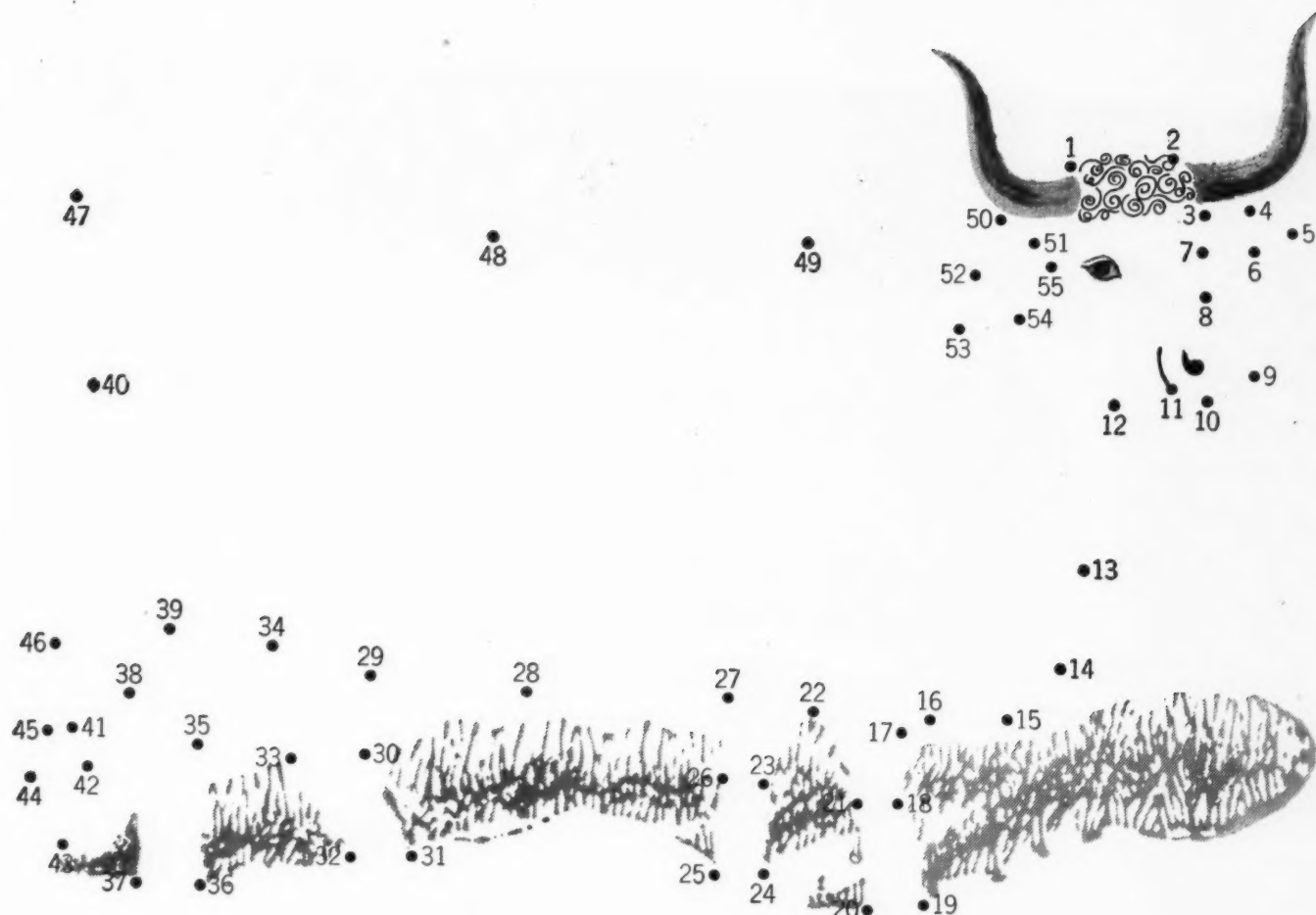
Government "red tape" is no figure-of-speech. Seems we buy a million yards a year to bind legal documents. The stuff was on exhibition at Chicago's International Trade Fair.

My old friend Bill McFee, copy-director of Armco Steel, thinks Thomas Carlyle was the *real* founder of the advertising business. He said, you remember, "That man is most original who is able to adapt from the greatest number of sources."

The thing Uncle Sam had to fear,
With all-out world-war drawing near,
Was that nations he helped,
Whenever they yelped,
Might stay on the sidelines and cheer.

Men were dying on the field of battle when a Government agency produced a pamphlet on who wears pajamas and why. At least, it made better reading.

SALES MANAGEMENT



Looking for a good steer?

There's no meatier magazine audience in America than the 2,560,000* readers of HOUSE BEAUTIFUL. Are you getting your slice of the millions they spend annually on products they find through the pages of HOUSE BEAUTIFUL?

For instance, HOUSE BEAUTIFUL's Window Shopping pages account for some of the most fantastic selling success stories in magazine history. It's not unusual for a 1/12 page ad in Window Shopping to pull 1000 orders. HOUSE BEAUTIFUL will gladly quote you chapter and verse on Window Shopping

advertisements that have done even better than that.

What kind of merchandise sells through HOUSE BEAUTIFUL's Window Shopping pages? Believe us, brother, *every* kind! Personalized matches. Cast-iron settees. Hand-decorated tooth brushes. Crystal chandeliers. If it's anything that promises better living in a better home, it goes over...BIG.

HOUSE BEAUTIFUL readers have money to spend. Some 90,000 subscriber families earn more than \$25,000 per year. When they like something, they buy it. And they like what they see in HOUSE BEAUTIFUL.

*4.5 readers per copy according to publisher's surveys

House Beautiful

the magazine that sells both sides of the counter



FOR DISTINGUISHED SERVICE
YOUNG & RUBICAM, INC.

COOPERATING THROUGH THE ADVERTISING COUNCIL
HAS CONTRIBUTED GENEROUSLY AND PATRIOTICALLY
OF ITS TIME AND TALENT
IN THE PROMOTION AND SALES
OF WAR BONDS AND SAVINGS BONDS
BY WISE COUNSEL AND EXPERT PREPARATION
OF ADVERTISING FOR GENERAL MAGAZINES,
NEWSPAPERS, NETWORK RADIO, OUTDOOR,
AND GRAPHICS
CONTINUOUSLY SINCE THE INCEPTION
OF THE WARTIME CAMPAIGNS.
FOR THIS VALUABLE CONTRIBUTION,
THE TREASURY DEPARTMENT PROCLAIMS
THE GRATITUDE OF THE NATION.

John W. Snyder
SECRETARY OF THE TREASURY
JUNE 27, 1950

Beating a sales quota by \$66,000,000

IN THE RECENT Independence Drive for U. S. Savings Bonds, \$716,000,000 worth were sold . . . topping the quota by more than 10 per cent.

Since 1942, Bond advertising has played a leading part in selling 1,306,929,000 individual "E" Bonds.

During these 9 years, Young & Rubicam through the Advertising Council has contributed some 3,000 newspaper and magazine advertisements, 5,000 radio commercials, 150 billboards, car-cards, and posters—a total of more than 90 per cent of all consumer advertising for "E" Bonds.

Of course all Council-sponsored advertising is prepared without charge. Radio stations, magazines, newspapers, and other media unselfishly contribute free time and space for Bond messages. But if measured at regular rates, the U. S. Treasury stands as by far the biggest account that any advertising agency ever had.

Now that our association with the Treasury is ending, and other volunteer agencies are taking over, we want to go on record that for 9 years it has also been one of the finest clients any agency could hope to have.

The constant friendliness, co-operation, and enthusiasm of Secretary of the Treasury, John W. Snyder; of his Assistant in Charge of Savings Bonds, Vernon L. Clark; of Elihu Harris; Leon Markham; and many others; were of vital importance to the success of the Bond campaign.

We also want to extend our best wishes to Foote, Cone & Belding, who take over general magazine and newspaper advertising for "E" Bonds; to Dancer-Fitzgerald-Sample who will handle radio commercials; and to Campbell-Ewald who will prepare graphics.

To them we say: "Good luck . . . you couldn't have a more important account, or a finer client."

YOUNG & RUBICAM, INC.

ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London



-gets to the heart of America

Norman Rockwell's paintings have been seen by more people than those of any artist on earth.

His pictures are masterpieces of color, composition and technique. Sure, but that's not why they are so popular.

They are full of wisdom and sympathy and humor and love of life. They go beyond the eye and beyond the brain. They get to the heart.

So it is with The Saturday Evening Post itself, for which Norman Rockwell has painted two hundred sixty-six covers. The Post is a big magazine by any and every measurement. It goes to millions of families. But that isn't why it is so much a part of the American way of life, in every hamlet, in every town, in every city.

The Post gets to the heart of America. Its readers spend more time with it, and they put more confidence in it than in any comparable publication. It has been that way ever since you can remember, and it is that way today.

As a consequence, American business continues to place more advertising in The Saturday Evening Post than in any other magazine.

Photo taken in Norman Rockwell's studio in Arlington, Vermont

Our Readers
**NEED,
 WANT**
and
Can Afford
YOUR PRODUCT

No other industry is so consistently publicized, so rigidly controlled by health boards, so widely inspected by the public, and as a result so progressively maintained as the dairy industry. And because milk and milk products are necessary in the human diet and in demand during any economic condition, dairy plants are always eager TO BUY . . . ALWAYS ABLE TO BUY.

WHY OLSEN PUBLICATIONS?

Each Olsen Publication is tailored to a particular phase of the dairy industry. Each has the largest circulation at the lowest cost per thousand. ABOUT 75% OF THAT CIRCULATION IS IN THE "BUYING ZONE" . . . plant owners, managers, superintendents, etc. . . men whose principal interest is their business and how to make it more profitable. That's why Olsen Publications afford a plus-value in reader-quality, reader-response and reader-purchasing power.



WRITE FOR MARKET DATA

THE OLSEN PUBLISHING CO.

Publishers for the Dairy Industries
 1445 N. 5th St., Milwaukee 12, Wis.

WASHINGTON

Bulletin Board

WHITE HOUSE

► Controls, present or contemplated, furnish any administration with occasions for quarreling. New people, not yet hep to Civil Service etiquette, must mingle with critical old timers; jurisdictions are vague at first; how-to-do-it is an easy point to disagree on. Remarkably, actual quarrels are far fewer than the occasions for them. There's not even a rumor that so-and-so utterly hates, and clamors for the scalp of, somebody else. (Any minute, of course, a contradiction of all this may explode into the open.)

The main line of policy to put off direct controls over prices and wages is being followed. That it is the main line is to be seen from what the Reserve Board has done. It's credit controls are, to say the least, pretty stiff. They've caused business losses and may create some unemployment. It's hardly to be supposed that any controls over prices would be attempted until Reserve policy had proved inadequate.

There is some conflict over the main policy. The Reserve Board's technique is bearish on Government bonds, and the Treasury, which must refinance billions of outstanding savings bonds, naturally asks whether that makes sense. That's the only issue that's important.

As to jurisdictions, there's been some light arguing. Secretary of Commerce Sawyer wanted the controls to be put into a single agency so businessmen wouldn't have to deal with several. He's been licked on that. Since he took his licking, the agencies have done pretty well in settling which would handle specified, borderline products.

RESERVE BOARD

► It's the Board point-of-view that it's safer to err by being too drastic

than too soft. And the Board is being drastic all along the line. This policy may run into bitter attack later on, though it hasn't so far. For instance:

One aim of the Board is to force bond prices down, rates up. This would make it harder to finance capital construction; yet such construction is part of the Defense program. Again, it will cost more to finance Government deficits when, obviously, it's virtually impossible to get the budget very near to balance.

Board officials state that direct business effects of installment and housing restrictions will be watched day by day. If unnecessary unemployment results, they promise, terms will be eased a little. However, it's appreciated that continually shifting terms could become pretty confusing.

DEFENSE

► Orders are running more than four times the pre-Korean rate and haven't by any means reached their peak. It's orders for weapons that have gone up most. The total this fiscal year will be \$2 billion. Before Korea only \$312 million had been budgeted.

NATIONAL PRODUCTION AGENCY

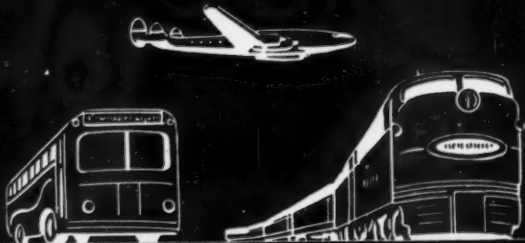
► While control orders are talked about and issued, NPA statisticians are working on an interesting project, not much talked about. Industry by industry, how much producing capacity could be turned over to the Military without crippling everything? To be sure, the Defense Department already has figures on this. NPA wants its own independent figures just to be sure that the Armed Services aren't claiming too much, as they were often accused of doing during the war.

SALES MANAGEMENT

From Photography



To Passenger Miles



OXFORD PAPERS

HELP BUILD SALES

YOU CAN rely on Oxford Papers to help your printed material do a better job, whether you are promoting sales of photographic equipment or building increased business for airline, railroad, bus or steamship travel. The many nationally recognized grades in the Oxford line have been developed to meet a wide range of needs in the production of advertising inserts, labels, catalogues, brochures, house organs and travel folders.

No matter which Oxford grade you select you can be certain of its dependability. For back of your purchase is the assurance of over fifty years of experience in the production of papers of first quality as well as a record of proved press performance with printers from coast to coast.

Oxford Papers Are Good Papers to Know

You'll like working with them because of their—

- Bright-white, pleasing color.
- Smooth, uniform surface.
- High ink affinity—printability.
- Extra pressroom economies.

**POLAR SUPERFINE
ENAMEL**

**MAINEFOLD
ENAMEL**

**MAINEFLEX
ENAMEL**

**ENGRAVATONE
COATED**

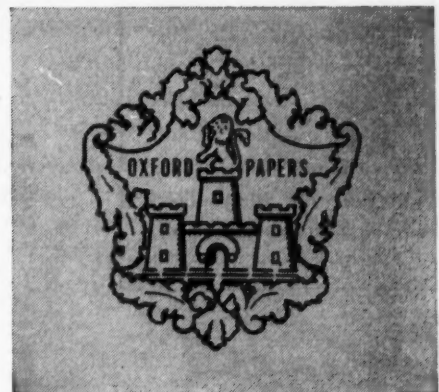
**MAINELAND
ENGLISH FINISH**

WESCAR OFFSET

★ ★ ★

Your Oxford Paper Merchant Is a Good Man to Know

Because Oxford Paper Merchants are located in 68 principal cities across the country, there's bound to be one conveniently near you. This means you can count on him for prompt service, not only in supplying your paper needs, but in helping you with practical suggestions based on his own long experience in making the most effective use of fine paper in printed selling. Get in touch with him today, and ask for a copy of the helpful Oxford Paper Selector Chart, or write direct to us.



Oxford Paper Company

230 Park Avenue, New York 17, N. Y.

Oxford Miami Paper Company

35 East Wacker Drive, Chicago 1, Ill.

**MILLS AT RUMFORD, MAINE
AND WEST CARROLLTON, OHIO**

TACOMA TACOMA



Remember—

If you want to sell
Washington State,
you've got to

think
Twice
about
TACOMA

50% of Washington
State's business
and population is
within a 50-mile
radius of Tacoma!

In the rich Tacoma market,
The News Tribune's 70,-
500 metropolitan daily
circulation overshadows
all other papers. "Out-
side" dailies deliver less
than half the recognized
bare minimum coverage.

The
TACOMA
News Tribune

80,141 Circulation, A.B.C



► So far, it's only rubber for which stiff controls have been decided on. However, the rising Military buying is taking more and more material from other industries, so that reduced consumer production is indicated. People calculate a big drop in steel available for autos and for major appliances. Credit curbs may cut the demand at the same time. It's to be seen whether Detroit and other production cities are badly hurt.

COMMERCE

► If there are no breakdowns in its supplies, a recent study says, the paper industry should be able to supply sufficient packaging material, but can't step up it's output of newsprint. There are rising Government orders for packaging.

► It's pointed out that expansion in the number of men in uniform cuts down retailers' markets. Men wearing uniforms don't buy suits, shirts, etc.

► The Area Development Division has reprinted its pamphlet, "Recreation and Tourist Industry—Federal Programs," available free at the Government Printing Office or local Commerce offices. It consists of a panel discussion in which Federal officials described their various services and answered questions about them.

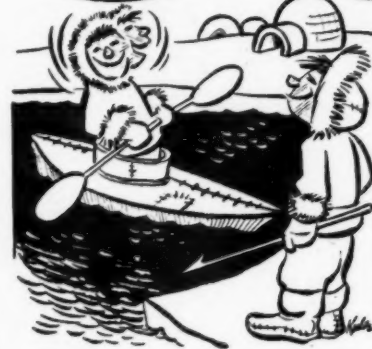
CENSUS

► The Bureau is sending population statistics releases, not only to the editorial desks, but also to the promotion managers—without waiting to be asked. In the case of radio stations, it turns over releases to NAB, which naturally is delighted to do the distributing.

► There's a good outline of coming releases and volumes showing the population count results, "Publication of Data from the Census of Population of 1950," offered free by the Bureau. From this description you can see what you'll want, asking to be put on the appropriate mailing lists.

► One recent compilation, "Population of Continental United States by Regions, Divisions and States, April 1, 1950, Series PC-3, No. 1" maps the relative population growth, area by area. In general, there's been a big relative loss for the Middle West. Other figures show that in states that failed to gain, there usually were big gains for metropolitan areas: Losses were to farm territory.

TACOMA TACOMA



Remember—

If you want to sell
Washington State,
you've got to

think
Twice
about
TACOMA

50% of Washington
State's business
and population is
within a 50-mile
radius of Tacoma!

In the rich Tacoma market,
The News Tribune's 70,-
500 metropolitan daily
circulation overshadows
all other papers. "Out-
side" dailies deliver less
than half the recognized
bare minimum coverage.

The
TACOMA
News Tribune

80,141 Circulation, A.B.C.





Sole saving...

Most manufacturers and businessmen make more money when employees save shoe leather!

The farmer is no exception! One dairyman walks 1,364 feet daily per cow, another only 498 feet! The difference represents better planning, more efficient plant layout, more labor saving devices... pays off in bigger profits.

And the Mrs. Manufacturer on the farm is a sole saver too! Compact, well designed kitchens, with nearby storage space, lessen walking and work, give more leisure.

Farming is a business that has benefited by time studies, movement and motion research, like any other type of manufacturing... utilizes mechanization increasingly... improves plant and structure of the food factory.

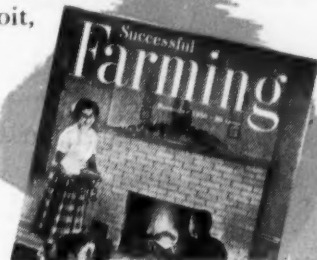
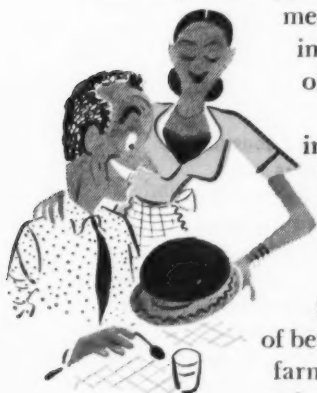
The farmer's wife keeps in step through more efficient work planning, remodeling, decorating, furnishing, and design of the farm home.

Edited in the joint interest of better farm business and better farm living, *Successful Farming* each month brings the best ideas

and information to the nation's best farmers... with the best soil, best brains, best techniques, most investment in land, buildings, machinery and equipment, the largest yields and incomes. The near-million SF farm subscribers in the fifteen Heart states alone, earn easily 50% more than the average US farmer!

With current farm income now about three times the 1935-39 average... and a spendable backlog of billions in cash and checkbooks from the ten best years in agricultural history... today's best farmers and their families are the best class market in the world!

Your advertising in general publications passes by much of the most profitable audience... needs *Successful Farming* for its deep penetration, greatest influence and impact, maximum response and return. You're not getting your share of national sales, if you overlook this market and medium. For full facts, call any SF audience... *Successful Farming*, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.





There's no such **ANIMAL!**

From the crown of her sombrero to her dainty snowshoes she's different—to put it mildly—but who in his most impetuous middle age would exchange this feminine Rand McNally for the comfortable creatures who flourish in various localities throughout our broad land?

Actually each reader is a local reader . . . interested most in persons, places and events that are closest to her (or him).
Why not talk her local language?
Why not advertise in her favorite home town magazine?

The extra effort of **LOCAL EDITING pays off!**

... for the reader

Readers get what they want in the Locally-Edited Magazines . . . we've got readership figures to prove it!

... for the advertiser

Greater readership means greater advertising value . . . you've got success stories to prove it!

Locally-Edited CHECK LIST

- ✓ Full color gravure
- ✓ Uniformity
- ✓ 1 order—
1 set of positives
- ✓ Flexibility—
No forced combinations
- ✓ Saturation coverage

**THE
LOCAL
TOUCH**

LOCALLY-EDITED GRAVURE MAGAZINES

Twelve weekly newspaper magazines featuring The Local Touch for highest reader interest, greater advertising value.

TOTAL CIRCULATION: OVER 2,750,000 COPIES WEEKLY

Contact any of the following Representatives: Branham Co., Cresmer and Woodward, Jann & Kelley, John Budd Co., Kelly-Smith Co., O'Mara & Ormsbee, Osborn, Scolaro, Meeker & Scott.

ATLANTA JOURNAL
COLUMBIA STATE
COLUMBUS DISPATCH
HOUSTON CHRONICLE
INDIANAPOLIS STAR
LOUISVILLE COURIER-JOURNAL
THE NASHVILLE TENNESSEAN
NEWARK NEWS
NEW ORLEANS TIMES-PICAYUNE-STATES
SALT LAKE CITY DESERET NEWS
SAN ANTONIO EXPRESS
ST. LOUIS GLOBE-DEMOCRAT

mirror *is a looking glass*



but **Mirror**
is a newspaper



Her mirror helps a lady to look her best. But her Mirror keeps a gal informed. And which one is meant, all depends on whether a capital or a lower-case initial is used.

The use of an upper- or a lower-case initial makes all the difference in the meaning when you have occasion to refer to our product by its friendly abbreviation Coke. With a lower-case "c," it's something else entirely.

Coke is a proper name—just like the name of a newspaper. As such, it warrants a capital initial always. Also, Coke is a trade-mark along with Coca-Cola.

And good practice requires the owner of a trade-mark

to protect it diligently. That's why we ask you to write it with a capital "C." We think you'll agree that our request is logical and reasonable.

*Ask for it either way
... both trade-marks
mean the same thing.*



THE COCA-COLA COMPANY



In Philadelphia nearly everybody reads The Bulletin

Evening and Sunday

ADVERTISING OFFICES: Philadelphia, Filbert and Juniper Streets • New York, 285 Madison Avenue
National Advertising Representatives: Sawyer-Ferguson-Walker Company • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

SIGNIFICANT TRENDS

As seen by the editor of SALES MANAGEMENT for the fortnight ending November 1, 1950

FUNCTIONAL DISCOUNTS

One of the trial examiners on the Federal Trade Commission has proposed an order which, if accepted by the FTC, would outlaw all price discounts except those based on costs. This would mean the end of functional discounts and, according to the Champion Spark Plug Co. which is fighting the proposed order, it would automatically put out of business the great majority of small wholesalers and small retailers and would put those manufacturers who depend largely on original equipment sales in a precarious position.

Again and again under the Clayton Act and the Robinson-Patman Act the Courts and the Commission have said that variations in prices between functional classes may be price "differences" but are not, within the meaning of these Acts, unlawful price "discriminations." The proposed order asserts that all prior Courts and Commissions were wrong.

Champion makes a very good point when it states:

"If manufacturers must be sold at the same price as wholesalers, wholesalers at the same price as retailers, and retailers at the same price as consumers, small business will be dislodged from its position in the American economy and will inevitably be swallowed up by giant, integrated concerns.

"Large manufacturers, when they find they may no longer receive their customary low manufacturer's trade discounts but suddenly have to pay more, will either absorb their smaller suppliers or build new factories to supplant them."

In 1948 there were 202,800 wholesalers in the United States. Without functional pricing these middlemen must die, and the retailer who is too small to be on a direct buying basis with the large manufacturer and who relies for survival on the wholesaler kept in business by a functional price, will automatically be eliminated with the passing of his wholesaler. Of the 1,706,200 retailers, the overwhelming majority are ones so small that they must depend on wholesalers.

Watch the outcome of this case. It will seriously affect your business.

GAMBLER, NEW YORK VARIETY

Maybe it's the headlines of the New York papers bringing the hourly doings in the exposé of the union between organized gambling and the police—or maybe it's just that I always am attracted toward guys who have the nerve to shoot for high stakes, but I seem to be particularly conscious of gamblers at the moment.

The other noon at the New York Sales Executives

Club luncheon I saw Jack Klein of the Klein Institute gamble with his professional reputation before 700 prospects and customers. Jack, you know, is a specialist on aptitude testing, with emphasis on testing salesmen, and he differs from others in the same professional field because he doesn't insist that the questions in his battery of six tests be taken under strict laboratory supervision. Would you be interested in a debate in our pages between proponents of the two methods? Drop me a line, please.

He made a sporting proposition to the New York club: If they would arrange to have salesmen of some of their members take the tests and send them in to him through the club, and with no identification other than a code number, he would undertake to analyze the men sight-unseen from their answers.

The only factual information he had about the individual salesman was his age, height and weight. He knew nothing about his job, his experience, his schooling, his health or his family.

Hoping for a Knockout

At the regular October 10 meeting of the club more than 300 members were turned away because the Roosevelt could accommodate only 700. Whether the turnout was truly expressive of interest in aptitude testing or supplemented by the hope that Jack might fall on his fanny (not that Jack has many enemies, but most people go to prize fights hoping that there will be a knockout) —I wouldn't know, but attendance and would-be attendance did break all SEC records.

Klein read a capsule report on the unknown individual, and then Fen Doscher, VP of Lily-Tulip Cup, president of the club, opened a sealed envelope bearing the same code number, and read an analysis of the salesman prepared by his boss, a club member but not a Klein client. The audience was the judge as to the accuracy of Klein's interpretation of the answers to the tests. Most of those present seemed to feel that his gamble paid off—that he was substantially correct on most of his analyses—but on this subject of aptitude tests and how they should be applied, most sales executives have violent reactions and tend to go overboard on one side of the boat or the other. Sales executives whose men were tested in this experiment, and who got to their feet and said, "Mr. Klein is 100% right," were not helping him or the cause of aptitude testing in general. Klein isn't that good and doesn't pretend to be.

Aptitude testing, on both untried and tried men, can be very helpful, but it shouldn't be expected to replace individual judgment. In the case of a new man, there's no point in having a test made unless the executive feels after interviewing him, studying a thorough application blank, checking on references, that here's a man he would like to employ. The aptitude tests then may unearth un-

healthy traits and attitudes which the employer did not find on his own, and they are likely to give him clues on how best to supervise and guide him if he does join the staff.

A CHICAGO GAMBLER CASHES IN

The night before I had met another successful gambler. His name is John H. Johnson and he is a 32-year-old Chicago Negro. His gamble was leaving a secure job eight years ago as assistant to the president of a life insurance company, and with \$500 borrowed capital starting the *Negro Digest*. In three years' time his venture was clicking to such an extent that he had the problem of paying his all to Uncle Sam in excess profits tax or starting a new venture. He did just what you would have done: He gambled again—on a slick-paper Negro monthly called *Ebony* which mirrors the hopes, ideals and accomplishments of the nation's 15,000,000 Negro citizens.

In five years it has attained over 350,000 net paid ABC circulation, and an influence even greater than this big figure would imply.

Its current issue runs 106 pages and compares favorably in typography, printing and illustrations with the top picture magazines of the national field.

Years ago when SM first explored the possibilities of the Negro market, there were few "blue chip" companies willing to spend their advertising dollars in the Negro press, and those who did simply ran the same copy and illustrations as they used in other magazines and newspapers. Both advertisers and the Negro press have grown up considerably since then, and of the many national advertisers using the current *Ebony* and carrying illustrations of human figures in their ads, a big majority go to the trouble and expense of showing Negro men, women and children in connection with their products.

I made a tally of the advertisers as they appeared (considering only those using human figures, and therefore omitting many), and these are typical:

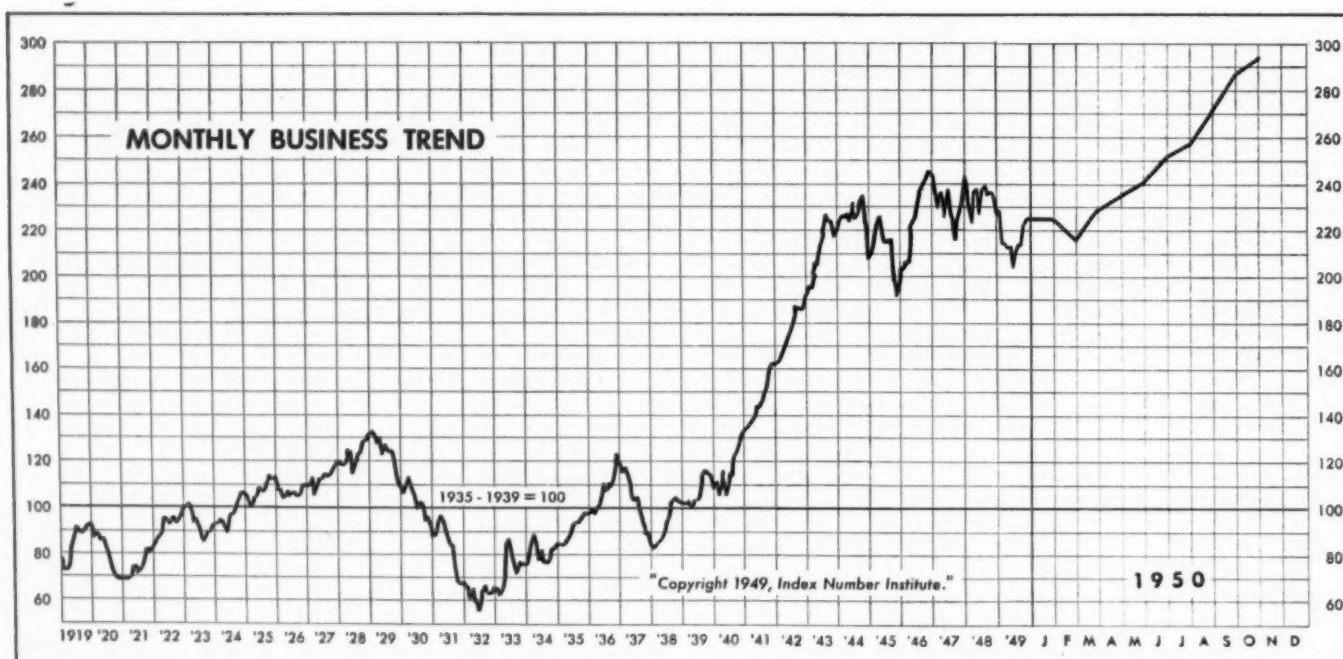
	Use pictures of Negroes	Use pictures of Whites
Hiram Walker	No	Yes
Lucky Strike	Yes	No
Colgate	Yes	No
Carnation Milk	Yes	No
Quaker Corn Meal	No	Yes
Ipana	Yes	No
S.O.S. Pads	No	Yes
E. R. Squibb & Sons	Yes*	No
Farberware	Yes	No
Admiral T. V.	Yes	No
Calvert	Yes	No
Seagram's	No	Yes

* Ran 3 product ads and 1 full-page institutional ad.

Space doesn't permit printing the full tally of the companies advertising generally and also doing a special job in appealing to the Negro market, but of those using human figures something like 30 used Negroes as against a dozen running the plates they might run in other picture magazines such as *Life* or *Look*.

I was particularly interested because SM, too, is a specialized magazine, and advertisers *should* use special copy designed to interest sales executives as a group, but our advertising men find it tough sledding. So my hat is off to any publisher who is able to accomplish that result as effectively as *Ebony* with its 75% ratio.

PHILIP SALISBURY
Editor



The Business Trend reached a new high level of 287 in September, 1950. Gains were shown in both Business Spending and New Orders.

Preliminary estimates for October indicate a continuation of the strong upward movement. The October figure will be about 294.

Six Ways to Make a Happy— And Productive—Salesman

BY U. R. KENDREE

President and General Manager, Beckmann, Hollister and Co., Inc.*

When a man is well adjusted in his job, gets fun out of it, and is untroubled by a feeling of insecurity, he is an effective salesman. But he can do none of these things without certain basic knowledge and skills. Purposeful cultivation of them is the sales manager's biggest manpower job.

Some years ago I took over a new sales management job. The man I was replacing suggested that one of the salesmen on the staff be dismissed. This man, a Scot named McLaren, had been on the payroll for 15 years. Yet he had done a very mediocre job. From the point of view of performance there was good reason to fire him. McLaren himself was aware of the fact. He had expected dismissal.

However, when I talked with McLaren I found that he had abilities he never used. In my opinion he was a potentially valuable man. Analyzing everything about the man, I found that no one had ever worked closely with him on either company or personal problems. He never had been made to feel that he was important to the company. He was a discouraged man. He had been so for some time.

Give Him a Chance!

I decided not to fire him. I wanted to give him a chance to correct what was wrong, and help him do it.

First, we asked McLaren to represent the company in a service club. He did it so effectively that he was made its president. Next, we asked him to assist in handling sales meetings.

At the same time, he was retrained in our selling story and trained in public speaking. The public speaking gave him confidence and developed his ability in effective presentation.

McLaren quickly began to feel that he was important, that he amounted to something and was needed. Through this program he grew in stature and usefulness and it was not long before he became one of the top salesmen of the organization. Years have passed and he has held his gains and his standing.

Utilize Abilities

The world of business is full of McLarens, men whose abilities are frustrated or dormant, because top management does not know that an important human problem is involved in making an employe a productive individual. It is a job for the sales manager because his province, above all, is human relations. But this fact is not recognized in its fullest implications. Because it is not, we are not utilizing all the abilities of those working for us. When it is recognized we shall have action, for American businessmen are the quickest in the world to tackle any problem affecting efficiency once it is clearly seen.

After handling sales organizations for 28 years and dealing with hundreds of men, I have come to this conclusion: A sales manager is not doing his job until he has all the salesmen on his staff doing their jobs efficiently and happily. The yardstick for measuring management is: Does it condition the men on whom results depend to do what is required of them—the employes of a business? We know, to our sorrow, that the answer to this question too often is either a definite "No" or a qualified

"Yes." The reason: Top management does not spend enough time on the human relations side of the desk.

There have been reasons for this—reasons over which the sales manager not always has had full control. This goes back to the inadequate realization of the problem which exists. The sales manager's job has been too much a matter of thinking up new merchandise and new ways of merchandising, of producing results to show the board of directors.

It is time to ask, from the long range point of view, whether this is the way to continue to produce results.

We have only started to live with the people who really make a successful business: the individuals—and they are individuals—on our payrolls.

From now on, if business is to continue its successful advance, it will be necessary for top management, including sales management, to spend more time thinking about the employe and letting the scientific and technical people in the organization develop new merchandise and work out problems of distribution and selling for a profit.

The Challenge

The challenge which faces management is this: To work out and establish a program the aim of which will be to create the feeling of personal happiness among employes—a program which will stimulate the desire to do a good job and generate enthusiasm for the organization for which they work.

When personal happiness is reached, you will have men who will do top jobs, not only for rewards but because they enjoy doing them and believe in what they are doing. They become better businessmen, better fathers and heads of families. In the over-all results, they are better citizens.

How shall we proceed to achieve this?

First, let us take a closer look at the problem. We hear a lot about the encroachment of labor unions. Should

*Business and industrial engineers, San Francisco.



THE AUTHOR

U.R. ("Jack") Kendree, before his present association with Beckmann, Hollister, spent a quarter-century in the oil business. He was with Socony Vacuum for 23 years, later with Union Oil. Most of his work was in sales training. His thesis that a happy salesman is a productive salesman, and vice versa, sounds like the chicken-or-the-egg. But it isn't a contradiction . . . as you can see from the discussion on these pages.

we assume that this is entirely a matter of compensation grievance? Or could it also be a striving toward the feeling of "belonging"? You hear management commenting in puzzled exasperation when a strike is on and how foolish it is for workers to hold out when they are going to lose more money than they can hope to make even if they win their demands. But there is a valuable clue to our problem in the fact that a man is willing to make such a sacrifice.

Why is he willing to make that sacrifice? There is only one reasonable answer: to gain a principle which will restore his feeling of importance.

Industries have grown so fast during the past 50 years and management has been so busy gathering sales statistics, producing new products, thinking up ways to make people want them, that the executives at the head of them have forgotten how vital it is to maintain the ego of the producers and salesmen of their products. Inevitably, in the shift from craftsmanship to mass production and from individual professionalism to collective activity, personal pride of accomplishment has been sacrificed. Industry has overlooked the importance of making the employe feel that he "belongs" in the new picture.

Fair compensation has been stressed, and rightly, but we are mistaken if we imagine that drawing good money for a job that requires little from the worker will generate personal happiness and the desire to do that job as well as possible. Many examples of this came out of the last war when products were sold without effort. The salesman received good compensation but lost his pride of accomplishment—the old enthusiasm and joy in creative salesmanship. Restoring this enthusiasm is the big job ahead for sales managers.

What Makes for Happiness?

What makes a salesman feel personal happiness in his job? Exactly the same thing that makes a sales manager feel happy in his job: being effective in it, being appreciated for doing it well. This means having his best abilities called into play and getting results from their exercise.

How can a salesman's best abilities be called into play? I would say that he should:

1. Know the business in which he is employed from top to bottom.
2. Have the ability to tell its story effectively—not just talk about its products, the items to be sold.
3. Be able to sell himself.

4. Have the necessary confidence to think clearly on his feet.

5. Be able to understand people.

6. Have the courage and required technique to properly close a sale.

Taking these requirements in their order, it is clearly seen that when a man fully knows the business he is in he will understand his part in it and feel its importance. By learning to effectively tell his company's story to others he will become a better salesman and will deepen his sense of identification with his company.

In selling himself to others, he will sell himself to himself, which is even more important. A man who thinks on his feet ceases to be a cog, ceases to work automatically. He is ready to meet challenges with initiative.

Understanding people, the salesman is able to manipulate them. Salesmanship may be described as diplomatic domination. In closing the sale surely, confidently, with a technique thought out in advance, he feels that culminating satisfaction in a job well done—which never comes with haphazard or accidental success.

Probably every sales manager knows, or has known, salesmen who have partially or wholly failed, or salesmen who do well enough but lack real happiness in their jobs be-

cause they are not educated in one or more of these "musts." Let him think for a few minutes and he'll have half a dozen unhappy case histories.

Point number six is one which provides the most because, oddly enough, it is frequently overlooked by sales managers in training and preparing men to sell. Among new salesmen, where vocational mortality is high, its failure accounts for the loss of potentially good men in the field. Among more seasoned salesmen it accounts for peaks and valleys in their performance and consequent ups and downs in their morale—because they never really know why they do or do not get results. This state of mind generates self-doubt and is not conducive to efficiency or personal happiness.

Ask Prospect to Buy

The sales manager should give his salesman the courage to ask the prospect to buy. He can do this by providing him with the technique. Different sales managers may have different approaches on this. For example let's take a method that has been effective for numbers of years: the three-story close.

Bill Blythe is a young insurance salesman who had thought he liked selling. He did like it, but he was beginning to feel discouraged because he never closed a big sale, and when he sold small policies he never was sure what determined the success of the sale. When he failed to make a sale he was down in the dumps. He was given training in closing a sale and here is what happened on his next call:

He outlined to the prospect the advantages of the policy under discussion and quickly asked: "Would you be making your premium payments yearly or quarterly?"

The prospect replied, "Oh, I haven't given that any thought yet."

Now, Bill had been moving in to see if he was getting his story over. If the prospect had replied that he wished to pay on a yearly basis he would know that he had made the sale. But the prospect had not thought about it, so Bill moved into his second story. He told the man why the company had built this particular policy: "In over 100 years of experience it was found that this was the kind of policy that best fitted the majority of people . . . and would Mrs. Jones be the beneficiary?"

Bill sold the policy on his second story—the first \$1,500 policy he had sold. From there on he was sold on his job. He had developed the requi-

site know-how to feel satisfaction in it.

Now take a frustrated salesman of lube equipment, a man we will call Tom Tinker. A man has come into the store where Tom works and has asked to look at a lubrication dispenser. Obviously, he is interested in buying one. Tom had the makings of a good salesman. He told the customer a wonderful story of how the item was manufactured, the outstanding quality of the grease gun, the kind of enamel used in making the grease container. The customer listened with interest. When the story was finished, Tom did not have the wit or the courage to say to the prospective customer: "Mr. Jones, where would you like to have the equipment delivered?" Instead, in the pause at the end of the story he gave the prospect the opportunity to say he wanted to look around. In that moment the sale, which had hung in the balance, was lost.

"A business house that neglects research and fails to modernize its products is already beckoning the referee in bankruptcy. The salesman who refuses to spend a little time in study and self-improvement will eventually find himself headed for the personnel scrap heap."

"The Knack of Selling More"
by **Burton Bigelow**

Tom was not as happy as he could have been in his job or as successful as he could have been. Although he measured up pretty well on the first five points in our list, he failed on the sixth. He did not know why he had a hidden sense of frustration. If his sales manager had diagnosed his trouble and given him a technique for overcoming it—our three-story close technique, for example—Tom would have been more effective, happier, more confident. He would not have been able to close every sale but, in knowing that he had done everything that could be done with the

customer in question, he would be armed against discouragement and ready—eager, in fact—to test his wits and try his skill on the next customer.

It is more common than we realize for a salesman quite well trained in selling goods to lack enthusiasm for his work because he has not learned to sell himself and to think on his feet. Harvey Blank is an example. He is a sincere young man who had taken pains to learn about his firm and to do pretty well in repeating the story of the product. He had a nice personality, was developing an understanding of people, and he could close a sale—if he had the opportunity to go on from start to finish of the interview, if no one fired at him an unexpected question which had nothing to do with the goods he was selling.

Such a question was fired at Harvey one day by an important buyer: "Where does your firm stand on the Taft-Hartley law?" The unhappy young man floundered all over. He didn't know what to say. He ended by losing the sale—and customer—because he couldn't face going back to the scene of his embarrassment. If Harvey had known how to think on his feet, he could have handled the situation which, literally, threw him into a panic. "I'm glad you brought that up, Mr. Smith," he might have replied, and had an appropriate answer to regain control of the interview.

Think on His Feet

Harvey, as it turned out, benefited from his experience. He talked it over with a sales manager (not his own) who recommended that he study and practice public speaking. He followed the suggestion and quickly made headway to the point where he was selling himself through his ability to think on his feet. This in turn increased his self-confidence and built his ego to the point where he was not afraid to take charge of a situation. When he enters a buyer's office now he can talk on any subject that may come up.

There are any number of sales managers with Harveys, Toms, Bills, and McLarens on their staffs, men who are ineffective or partially effective because they require some guidance to bring the best out of them in relation to their work. If the talents of these men go to waste or are only partially used, it is as serious a loss as if some raw material in production were being squandered. Are sales managers prepared to meet the challenge this presents and will continue to present?

They're in the News

BY HARRY WOODWARD

EVERY MAN A PRESIDENT

The bright young men . . . on these pages are as different as any two men-on-the-street. But where *two* things are concerned they're peas-in-pods: Each is president of his company, each made the highest post of his particular baliwick before his 38th birthday. . . . Recently, 44-strong and from all sections of the U.S., they came together to hold the first national organization meeting of the newly formed Young Presidents' Organization, created to improve their own techniques with respect to their relationships between their firms and their customers, employees and their families, suppliers and Government officials—in such a way that none of these groups will have cause to think of socializing or overturning the economic system of which it is a part. . . . At the meeting they elected officers, made plans to hold a series of forums for young executives in different sections of the country. . . . Some of these young men came from families of wealth, others knew "the slings and arrows of outrageous fortune;" some are Republicans, one was "kicked out of the house for voting for Roosevelt;" some went to Ivy League colleges, others to little known institutions. But they're all alike in this one attribute: outstanding business ability.

CHAIRMAN . . . of Program Committee for the Young Presidents' meeting was George Schlegel, 3rd. (left above) . . . He introduced General Robert Wood Johnson, chairman of Johnson & Johnson and himself president of J & J before he was 40. . . . George Schlegel is president of Schlegel Lithographing Corp., which his great-grandfather founded in 1841. . . . He's the fourth George S. Schlegel to have been an officer of the company. . . . This George S. began his career in the accounting department after attending the U.S. Naval Academy, Union and Princeton. He lives in Harrison, N.Y., has two boys and a girl, sails and gardens on a strictly weekend basis.

THE OLD SAW . . . about young executives always wearing pin-stripe suits got a chuckle from Arthur Reis, Jr. (left) and Roger Kenna, who happened to turn up carefully pin-striped. . . . Young Reis, 34, is president of Robert Reis & Co. (men's underwear). His partner-in-pin-stripe is Roger Kenna, top man at Marlin Firearms Co. Reis began as a runner for the Bank of Manhattan Co., went from there to Pan American Airways as assistant to the senior v-p, served in the Army, then succeeded

SALES MANAGEMENT



his dad at Robert Reis in '47. He's single (one of the few bachelors among Young Presidents' members) but "nothing *against* marriage." Rog Kenna, v-p of Young Presidents, sold Ford cars after he got out of Babson, then went to work for Marlin in the Razor Blade Division. He's been president of Marlin Firearms since '48, lives in Westchester, has two sons and—perfect hobby for a man in the firearms business—hunts anything from pheasants to bears.

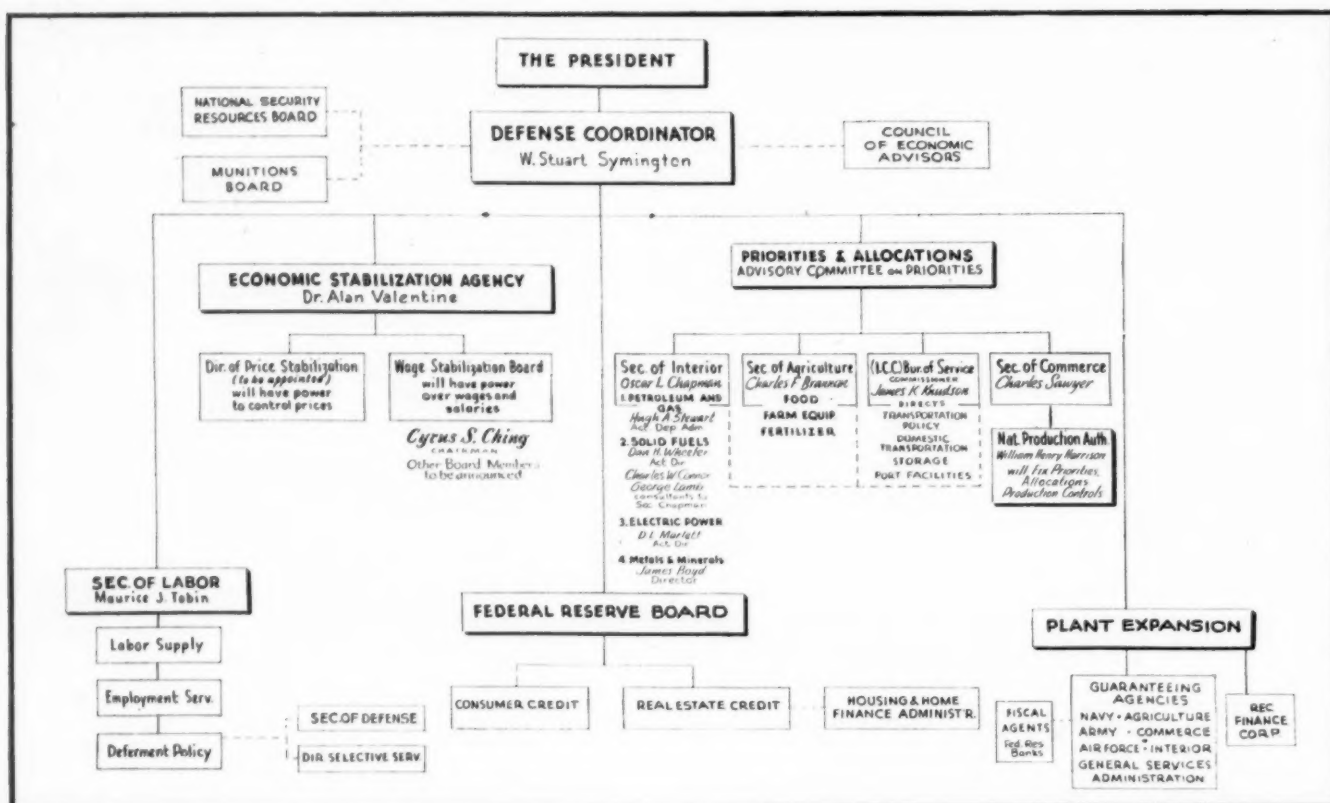


PRESIDENTS' PRESIDENT . . . is tall, blonde Ray Hickok, 32 (right), president of Young Presidents—president, too, of Hickok Manufacturing Co. For five years he's been head man of the company whose name he bears. He's a graduate (in business administration) of Florida's Rollins College, is known as a guy who begins work when most of his friends are eating breakfast, as often as not turns up for dinner when his wife and two kids have already eaten. He's no grind, but his work is, next to his family, the important thing in his life. . . . Weekends he manages to get put with the family and ride horseback, play tennis or swim. Says, "I'm no athlete, mind you. I just like to kick exercise around!" For details of his executive actions, see "Hickok Tests Multiple Management and Finds It Sound," *SALES MANAGEMENT*, October 15, 1950, p. 37.

FAST GAME . . . of tic-tac-toe. R. C. Nicholson (left) and Richard Sellars had a couple of laughs before the meeting began. . . . They discovered they're spiritual brothers, despite the wide difference in their jobs: Nicholson is president of Master Rule Manufacturing Co.; Sellars heads up Ethicon Suture Laboratories, Inc. . . . But each is a smaller-college grad: Nicholson from De Pauw University, his table companion from Springfield College. . . . Each has two boys (Nicholson is one up; he owns a girl, too.) . . . Each started low in his company. Dick Sellars began with Johnson & Johnson almost a dozen years ago as a salesman; Nicholson's first job was selling space for *Glass Digest*, didn't come into Master Rule until '43. He's a rabid amateur photographer, is building his own dark room.



Photographs by
Guy Gillette



Courtesy National Coal Association

CHARTS are back as Washington's temporary agencies are revived under new names—but with many familiar World War II faces.

How To Pick Sales Opportunities Under New Defense Set-Up

1. Now—for certain capital goods—5-year amortization.
2. Revived V-loans take risk out of some priority orders.
3. Priorities—what they say and how they control orders.

A sales v-p with a line of consumer and industrial power tools sums up today's selling problems neatly with the observation "that every sales manager has to keep on selling as though nothing were going to happen although in the back of everybody's mind is the idea that something is going to happen, and that makes thinking confused."

Some of the steps a sales manager can take now to contribute his share to defense and still keep his company going forward are outlined on this and the following pages.

1. Capital Goods

Companies that expand in order to help Defense can deduct the whole cost from taxable income within five years. This is something for the salesman of capital equipment to know. It's Section 124 of the new tax law.

The advantage of being able to write off expansion costs so quickly is pretty clear:

1. Corporate taxes are high and probably will go higher. You can't tell when, if ever, they'll go down.

It's good to have tax deductions.

2. It also looks like a long period of high earnings, during which they'll be something to deduct from.

3. By being allowed to telescope their amortization, companies carry less risk of running into poor years when deductions are useless.

The law doesn't compel companies to compress their deductions. It lets them decide.

The first step is to get an appropriate branch of Government to issue a certificate of necessity, as was done in World War II. President Truman has named Stuart Symington, chairman of the National Security Resources Board, to screen requests from manufacturers for deductions.

From what agency should you seek this certificate of necessity? If you are a food processor you start with the Department of Agriculture, for example. If your dealings are con-

cerned with the National Military Establishment you'd take the request to the Department of Defense.

Soon regulations to guide the various agencies in granting certificates and application forms will be issued by Symington.

The law covers any expansion that's certified as being for Defense. It might be the cost of a whole new plant. It might be the purchase of electric generators or of machine tools. The certificate ordinarily would not cover the whole cost. However, during the war, some part, usually small, was subject to normal depreciation.

2. Revived V-Loans

Sellers of materials and components used in Defense needn't worry about getting paid when their customers are Government contractors or sub-contractors. The famous "V-loans" have been revived.

Depending on which of them wants the products, various branches of the Government will guarantee loans to the contractor or his suppliers. It's done through the local bank, which handles the red-tape.

Here's the advantage to the seller:

To handle Defense work, companies are expanding fast. Sometimes, their operations are many score their capital funds. This could scare off their bankers, who like to judge things from balance sheets. Even the Defense contractors themselves get scared. Some companies have separately incorporated the plants doing defense work.

With V-loans guaranteed by the

Government, there's less to worry about. Loans to keep a contractor in funds can be made. The supplier can get cash on delivery.

Nowadays, companies are not much concerned about finding customers. But in an inflation period they must be choosy about taking the right ones. They've got to get paid. In some cases, the seller can't choose. He must deliver against rated orders. Under the new loan system, he'll get paid.

Your contract might call for, let's say, the monthly delivery of some component, payment to be on delivery or in 30 days. Once, the customer was in obviously fine financial shape—before Korea. Now his turnover has expanded 20, 30, or 50 times. Although more money comes in than before, there's also more going out. Sometimes, it's going out faster than it's coming in, and he's pinched, seriously pinched, for cash. Is it safe to arrange for periodic shipments over a year or two?

The V-loan system is designed to take care of just such situations. The contractor's bank, itself protected by the Government, is at hand to tide the customer over those bad days when bills are coming in.

The contractor goes to his bank in the usual way. The banker looks, as usual, at the balance sheet; notices that there has been some tinkering with the ratios, which now look ugly indeed. It doesn't matter. The contractor says that he's eligible for accommodation based on a V-loan. The banker goes to the local Federal Reserve, which checks on eligibility.

This check consists of nothing more than asking the branch of Govern-

ment that's interested whether it will certify a loan. Branches allowed to certify comprise: Army, Navy, Air Force, Commerce Department, Interior Department, Agriculture, General Services Administration—the latter being the buying agent for the civilian Government.

If the product is used by several branches, the one that buys most stamps the "OK."

Your customer is still eligible though he deals, not with the Government, but with one of its suppliers. Subcontractors come into it.

Later on, there will be an additional system of financing. The Administration is keenly interested in building up industry; the Defense Production Act provides for financing capital construction. It's to be done by the RFC, which will take mortgages on new plants. RFC financing will cover purchases of equipment—machine tools, for example—as well as real estate.

One probable effect of the financing arrangements will be to concentrate the sale of producers' goods on those doing Defense work. That's what the Government wants.

3. Priority Rules

Priorities are in their earliest stages. They are quite simple. The contracting officer placing the defense order, if he feels that a priority is necessary, simply attaches the one sentence statement (See page 44) to the order.

So far priorities have not been run off like Chinese money. Priority cer-



HE KEEPS CONSUMERS . . . out of debt. He's R. M. Evans . . . known to many as "Spike" . . . and, much as he dislikes the word, he's the "Czar" of Regulation W, which sets down-payments and length of installment terms for the nation's consumers. Since his appointment he's gotten bags of mail: one out of 50 saying a kind word. A thankless job, you might say. But Spike Evans has a steel constitution (10 years ago he just stopped smoking, never went back.) and a varied career background—construction, export business, farming and livestock—to back up his decisions. In 1936 he was special assistant to the Secretary of Agriculture; in '38 he switched to the Agricultural Adjustment Administration as administrator. In 1942 he became a member of the board of governors, Federal Reserve System. He's six-feet, weighs 180, unpretentious, Episcopalian and likes lake fishing.

tificates cover only a small part of national production. In time, if the number of priorities is increased, it may be necessary to go back to degrees of priorities, or to the Controlled Materials Plan.

The Department of Defense has issued the following explanation of how priorities work:

"Rating of contracts under NPA regulation will be handled as follows:

"Defense orders will be identified as DO orders. Contracting officers of the Army, Navy, and Air Force will assign ratings to the contracts which they issue. All outstanding contracts now in effect and all new contracts will be rated, with the exceptions provided for in List A of NPA Regulation No. 2, and the following additional ones specified by the Administrator of NPA:

"Direct procurement or contractors' purchase of construction equipment for use in construction in the Zone of Interior; civilian type items for resale in Post Exchanges and Ship Stores; purchases from exclusively retail establishments, except in emergency situations and only for small

amounts to prevent imminent stoppage; or procurement of any of the following items: commercial office equipment and supplies; flags, bunting, flagstuffs, pennants, insignia and medals; vending machines, portable household fans; commercial type luggage; barber chairs, card tables; books, maps and periodicals; brooms and mops for household use; and domestic type of dishwashing machinery.

"Contracting officers of the three services will, in most cases, automatically issue ratings for contracts already in effect and will notify contractors accordingly. They will assign to prime contractors the right to apply the rating to their subcontracts. While the rating to contracts already in force will be done automatically by contracting officers, the Board suggested that present prime contractors should check with contracting offices to make sure that all their defense contracts which are subject to rating are covered.

"In addition, subcontractors should begin immediately to identify those of their contracts which are with

prime defense producers, who will have authority to extend the ratings to them.

"The following identifying digits will be used in assigning DO ratings: 01, aircraft; 02, guided missiles; 03, ships; 04, tank-automotive; 05, weapons; 06, ammunition; 07, electronic and communication equipment; 08, fuels and lubricants; 09, clothing and equipage; 10, transportation equipment; 11, building supplies and equipment for overseas (Troop) construction; 21, miscellaneous; 22, Department of Defense construction (contract); 98, production equipment for certain contractors.

"The Munitions Board emphasized that the ratings will be assigned to prime contractors by contracting offices which issue the contracts. The prime contractors will assign ratings to subcontractors.

"The Board also stressed that the rating procedure in no way changes procurement practices. Contracts will be let in the same way that they have been in the past, and those seeking contracts will follow the same procedure they have been following."

U. S. DEPARTMENT OF COMMERCE NATIONAL PRODUCTION AUTHORITY

Reg. 2

OCTOBER 3, 1950

TITLE 32A—NATIONAL DEFENSE, APPENDIX

Chapter I—National Production Authority, Department of Commerce

[NPA Reg. 2]

PART 11—BASIC RULES OF THE PRIORITIES SYSTEM

This regulation is found necessary and appropriate to promote the national defense and is issued under the authority of the

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Sec.

11.1

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11.7

11.8

Rating authorized.

When ratings may be applied.

When ratings may be extended for material.

Additional restrictions upon the use of ratings for certain materials.

Use of ratings for services.

How to apply or extend a rating.

Conditions applicable to extension of order.

partnership, association or any other organized group of persons and includes any agency of the United States or any other government.

(b) "Materials" means any raw, in process, or manufactured commodity, equipment, component, accessory, part, assembly or product of any kind.

(c) "NPA" means the National Production Authority in the Department of Commerce.

material which he has delivered on a rated order, he may extend the rating to replace it in his inventory subject to the provisions of Part 10 of this chapter (Regulation 1) on inventory. Whether or not the material is covered by Part 10 of this chapter (Regulation 1) on inventory may be determined by the contracting office.

"By authority of the National Production Authority, rating DO-03

(Signed by an official of the contracting office)

... or a ... that it has authorized a person the right to use the rating.

(f) "Application" of a rating. A rating is applied when the person to whom it is assigned uses the rating.

(g) "Extension" of a rating. A rating is extended when it is used by the person to whom it was applied or when it is further used by another person to whom it was extended.

§ 11.2 Rating authorized. Only a known

... the ... except for ... in size, shape or design.

§ 11.6 Additional restrictions upon the use of ratings for certain materials.

(a) A person who has received a rated order may not extend the rating to get material for plant improvement, expansion, or construction, or to get machine tools or other items which he will carry as capital equipment, or to get maintenance, repair or operating supplies.

(b) The ratings established by this part shall have no effect upon deliveries of items in § 11.31, List A. No person shall use ratings to get any of the items in § 11.31, List A and no person selling

A PRIORITY is as simple as this:

"Ratings," declares the Department of Defense, "will be issued with a minimum of formality." They are. The contracting officer

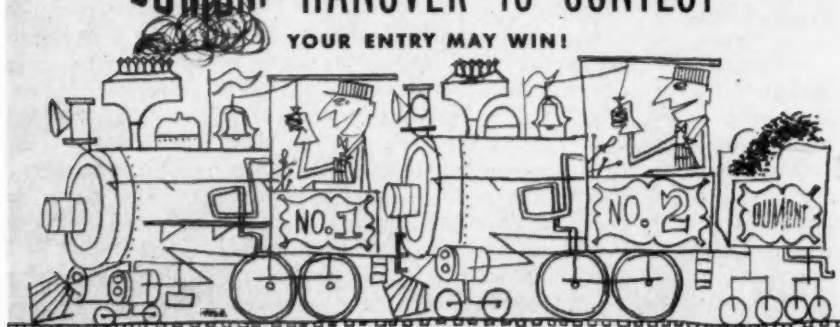
simply attaches this statement to any order he feels requires a priority. Contracting is not changed. That's all there is to it—so far.

DOUBLE YOUR EFFORTS!
OVER \$12,500.00 IN PRIZES

waiting at the "end of the line" in the

DU MONT HANOVER "19" CONTEST

YOUR ENTRY MAY WIN!



CALL YOUR DU MONT DISTRIBUTOR FOR INFORMATION, ADVICE, ENTRY BLANK

SUSTAINED INTEREST: Du Mont distributors sent one of these jumbo postal cards to dealers each week. The prize payoffs were made for continuous promotion during the two-month contest and that is why . . .

Dealers Tell Du Mont How They Sell the Television Line

Du Mont was looking for retail promotional ideas when it put on a \$12,500 contest among its 2,600 TV dealers. It was all part of a plan to bring dealers closer to their supplier.

The Receiver Sales Division of Allen B. Du Mont Laboratories, Inc., East Paterson, N. J., has just completed a two-months dealer contest which provided the equivalent of an intensive course in sales promotional methods for participants.

Though Du Mont is active in many phases of television, its dealer setup is still relatively new. In 1946 the firm had five franchised dealers. It now has 2,600 and expects to have 3,000 by the end of the year. A little over a year ago the firm had only nine distributors handling their receivers on a national basis; on July 6th of this year, at the first annual distributor convention, 36 distributors answered the roll call.

The contest, which ended July 31, served several useful purposes. From

the long-range viewpoint, it did a good job of building friendly dealer relations and in making dealers promotion-minded. It helped to increase sales of the 19" Hanover receiver, in whose behalf it was conducted, and made the Hanover the best-known name among Du Mont receivers, to both dealers and the public. The Korean situation, not anticipated when the contest was planned, hiked sales of practically all TV sets, and Du Mont's contest would not have been justified for the sake of sales alone. It was very worth while, however, because of its over-all achievements.

The contest was carefully planned to insure maximum benefits. Awards were not based on sales figures but on original and effective promotions

of the Hanover — not of the flash-in-the-pan variety, but sustained throughout the contest period.

Prizes were worth striving for, as they totaled more than \$12,500 in value. Top award was a 1950 Cadillac sedan, the second a 1950 Plymouth convertible. There were 61 other prizes, the least valuable being thirty 1950 Royal Portable typewriters. Reuben H. Donnelley Corp. judged entries.

Entries took the form of completing the statement, "Here's how our store pushed the Du Mont 19" Hanover receivers," with accompanying proof, in the form of photographs, advertising literature, clippings of advertisements or of local newspaper stories about the store's activities in connection with the promotion.

Du Mont's Sales Department did not sit back and wait while dealers worked out their promotional plans, but bombarded them with inspirational and educational material. In addition, a strong advertising campaign was conducted during the contest period, with full-page copy in *The Saturday Evening Post*, *Newsweek*, *Harper's Magazine*, *National*

Geographic, and *The New Yorker*. Large space newspaper copy was run in TV market areas. The Hanover was also advertised on the Morey Amsterdam TV show, sponsored by Du Mont. There were 128 TV spot announcements on local programs in key markets. Then there were full-page insertions in business papers to awaken and interest dealers. Campbell-Ewald Co., Inc., is the agency.

Dealers Get Help

Dealers received a wealth of material, including window streamers and other display aids; suggestions for displays; consumer mailers; sample radio spot copy; newspaper mats; reprints of company advertisements; publicity releases for local newspapers.

Mailings sent to the dealers were timed to keep up their enthusiasm. They were attractive, of good quality with eye-catching artwork, and done in light vein. The announcement, a three-way folder, was printed in green and black on white, with circusy typography. It not only gave the rules of the contest and listed the prizes, it suggested stunts and procedures to be used by entrants. A few weeks later a green, black and white jumbo brochure went out to keep before them the "Product-Profit-Promotion-Prizes" theme. It was amusingly illustrated with drawings of an engine and some freight cars, each carrying prizes, covers of magazines carrying Hanover advertising, or otherwise tying in with the contest idea. Jumbo postal cards, prepared in the same light vein and in the same color scheme, were sent out to dealers each week.

Typical of the help given to dealers was a letter to distributors from the Receiver Sales News Bureau, with suggestions for getting maximum publicity benefit from the awards in the recipients' territory. Here are excerpts from some of them:

Regional Sales Manager, Distributor or Distributor Salesman should be present when award is made.

If possible, the award should be presented at some local function on the order of Kiwanis, Booster, Lions, Chamber of Commerce, etc. Every effort should be made to get the mayor or local dignitary to be there for the presentation.

Local newspaper reporters and photographers should be invited to cover the presentation . . . Strong emphasis should be placed on the fact that the local man receiving the award has been chosen as the outstanding dealer in the area and one of the top Du Mont dealers in the entire country.

Releases for local newspapers, with blanks for names, addresses and dates, were also supplied by Du Mont.

Distributor executives and salesmen were encouraged to do everything possible to help their customers and keep them interested throughout the contest period. The distributor head and salesman whose customer won a prize were also rewarded, a desk set going to the executive and a Parker 61 pen and pencil set to the salesman.

Ingenuity and a high degree of persistence were shown by some of the entrants. Winner of the first prize, Milton Rabovsky, president of the Television Co. of Maryland (Baltimore) tied in with the dedication of the new Friendship International Airport in Baltimore, at which President Truman was the principal guest and speaker. As part of the ceremony, two Hanover receivers, contributed by Rabovsky, arrived by the first plane to reach the airport after its official opening. They were accepted by Baltimore's Mayor Thomas D'Alesandro, for local hospitals for children, and were much in evidence in newsreel and newspaper photographs made during the event. Mr. Rabovsky remained promotion-minded throughout the duration of the contest and afterward, even to the point of arranging to receive his top award at the City Hall, with local officials taking part.

Other high jinks resulting from the contest: Byron Shaw, Brookfield, Ill., dealer, who won the third prize, tied in with the opening of the Chicago Fair and injected TV into a "parade of small craft." This dealer also used a truck for sound effects and has adopted the policy of making his truck available for community enterprises. Another of his ideas is the delivery of TV sets to customers 50 miles or more from his store, by his own private plane.

Flying saucer stunts, parades, tie-ins with beauty contests, a topsy-turvy window display with everything at a crazy angle, tied to the theme, "We know all the angles"—all these devices and many others were used by contestants. One dealer turned his own home into a demonstration center for the Hanover 19".

The contest sponsored by Du Mont is only one of its methods of quickly building, a well-knit, aggressive dealer organization to handle receiver sales. It also achieved the aim of making the Hanover name well-known—something relatively new in TV, as most receivers are known by manufacturer name (such as Du Mont). In both respects, according to Walter L. Stickel, the firm's national sales manager, the contest did an excellent job.



TIME FOR PROFITS!

What's the time? People are always wanting to know, always looking for clocks to give them the answer. A Telechron ad clock tells them — and puts your message across at the same right time.

Have you a slogan, a trade-mark, a sales idea that you want to promote? Put it on a low-cost Telechron ad clock, where it can't possibly be missed.

For complete details about the entire line send the coupon. Telechron Inc. A General Electric Affiliate.

NO. 6 ILLUMINATED 15" AD CLOCK. Advertising message baked into translucent dial. Excellent for store windows or all-night time service inside store. Costs as little as \$7.00 (plus tax) in maximum quantities. Also No. 604, 12" ad clock, non-illuminated, at \$5.35 in maximum quantities.



NO. 603 NON-ILLUMINATED 8" AD CLOCK. Can be easily mounted in panels of various materials. Used on drink dispensers, counter dispensers, back-of-counter panels, etc. Costs \$3.75 in maximum quantities.



TELECHRON PROMOTION AND PRODUCT REPLICA CLOCKS. Designed for use as company gifts and to fit into replica of product. Many styles, wide range of prices.



Telechron
ADVERTISING
CLOCKS
Your All-Time
Point-of-Salesmen

TELECHRON INC., 310 Union Street, Ashland, Massachusetts

I'm interested in more information about Telechron ad clocks and the self-liquidating deals for promoting them.

- ☐ 15" ILLUMINATED AD CLOCKS (Minimum quantity, 100)
- ☐ 12" NON-ILLUMINATED AD CLOCKS (Minimum quantity, 100)
- ☐ 8" CLOCKS for use in displays or dispensers (Minimum quantity, 50)
- ☐ PROMOTION CLOCKS (Minimum quantity, 250)
- ☐ PRODUCT REPLICA CLOCKS (Minimum quantity, 500)

I am interested in....(No.) Clocks

Name.....Title.....
 Firm.....
 Street.....
 City.....Zone....State.....

Toughest Sale I Remember



"He didn't bat an eye . . . he bought the carload . . . and the idea"

What! Pay Your Premium Price?

BY FRED McCARTHY

It happened about 20 years ago when I was with a firm in the shortening industry, and my tough prospect was in the wholesale bakery trade but the fundamentals in selling don't change and the tactic has been employed successfully many times since.

Selling a top-quality raw material at a premium in price to the firm which makes the finished product is a difficult proposition, especially when your goods lose their identity during manufacture. Your sales problem is even worse during a depression. My prospect was the largest firm of its kind in the state, very tough and price-minded. My predecessors and I had been shooting the works at him for years without the least success.

Our firm had given this baker technical service and we had run comparative demonstrations. We showered him with all the assistance that we, as leaders in our industry, had at our command, but still no dice. He'd been told that our premium price resulted from all the adver-

tising we did, and because of his own size, he wanted a special price.

Finally, in desperation and feeling that I had nothing to lose, I pointed out that he made money on what he sold. If he could call the attention of his customers and prospects to the fact that he used our leading brand as one of his ingredients, then all the other ingredients and his own final product would be enhanced by association. Instead of buying five tons as usual from his regular source, I suggested that he give us an order for a 20-ton carload. In return we'd plaster our widely-advertised brand name on the railroad car. Then he was to place a half-page advertisement in his leading newspaper. The advertisement would contain a photograph of the railroad car on his siding and his fleet of trucks. The caption was to read: "The Company buys the highest quality materials in large quantities and rushes its 'whosits' to dealers with the largest fleet of trucks, etc."

My prospect was dead game. He didn't bat an eye. He bought the carload on the spot and the advertising idea that went with it. He went through with the plan and from that moment on was a carload buyer. This opening quickly developed into a mutually profitable relationship, all because we had offered him an idea on which he could make a profit.

FRED McCARTHY is Manager of Trade Sales, National Lead Co., New York, N. Y., producers of Dutch Boy paint products.

How "Ditch-Digging" Advertising

Helps a Salesman

Reg. U.S.
Pat. Off.

- ... get more business with the same effort
- ... hold business with less effort
- ... build a sound foundation for future business

"Ditch-Digging" Advertising is simply a mechanism that helps salesmen get the right story to the right people in the right way at the right times with the right frequency ... at the lowest possible cost.

It takes thought and effort to build that kind of advertising and to make it work — thought and effort on the Sales Manager's part and on the part of his advertising men and agency... working together ...

... FIRST, to find out who are the people—all the people—who specify, buy, or influence the specification and buying of your product. (Your salesmen are calling on some of these people, but can they see all of them? Do they know all of them?)

... SECOND, to find out what makes sense about your product to your prospects. (What are the viewpoints, prejudices, confusions, and needs that might indicate either obstacles to the purchase of your product, or sound sales approaches?)

... THIRD, to determine how to say what needs saying, to whom, and how often. (What will improve the view-

points and reduce the prejudices and confusions that stand in the way of gaining your objective?)

... FOURTH, to select the best tools to use—booklets, magazines, direct mail, or any other mechanical means of imparting ideas and information. (What part of the selling job can be done best by which selling tool?)

That's "Ditch-Digging" Advertising. It comes out of the field, not off the cuff. It takes effort, time, money. But it balances inspiration with sweat, providing a maximum of results...at a lower cost per sale than advertising based on unconfirmed "ideas" alone can produce, except by sheer accident.

This agency is equipped to work hand in glove with any Sales Manager who's got a hard-selling job to do and wants to do it with dispatch and economy. We can get going fast—and with the least possible drain on your time. If you'd like to discuss how Ditch-Digging Advertising works to boost sales for any product that's worth its price, just let us know where and when.




THE SCHUYLER HOPPER Co.

12 East 41st Street, New York 17, N. Y. • LExington 2-3135

"'DITCH-DIGGING' ADVERTISING THAT SELLS BY HELPING PEOPLE BUY"

GUESTS GO FOR
**THIS
FLAVOR
TRIO-**



APPLES


CHEESE

PORT WINE

JUICY GRAVENSTEINS

BORDEN'S, OF COURSE!

FROM CALIFORNIA



WHEN these growers and producers teamed up they found . . .

Customers Say "Yum Yum" To Apple-Wine-Cheese Tie-In Sale

When people were offered tasty combinations of food that go together naturally, California apple growers found they had licked the problem of disposing of their perishable crop. Here's how to organize a group sales promotion.

When your year's production must be moved in six weeks . . .

When an educational job is required at the consumer end . . .

When your field staff and your budget for promotion are extremely limited . . .

You've got a problem.

The Early Apple Advisory Board, Sebastopol, Calif., realized this when, in 1949, a good growing year presented members with a bumper crop of Gravensteins. The Board is organized under the California Department of Agriculture's marketing order setup to profitably market fresh California Gravenstein apples.

Even under normal crop conditions Gravenstein growers have obstacles to overcome in getting their harvest moved in the short six weeks from mid-July to the end of August. Summer apples, delicious when picked, do not keep. The Gravenstein is a yellow-green apple streaked with red. It is, says E. C. (Ted) Portman, manager of the Early Apple Board, an all-purpose apple, good for eating, cooking, salads, pies. Because it

is a green-skinned fruit, people assume it is not sweet enough for eating and for use in raw salads. They have been educated to think that only a red apple is good for these uses.

Another obstacle the Gravenstein people face is that in mid-summer there are many fruits and berries on the market, most of which have long been well promoted in one way or another. But they have one important advantage in addition to the many uses to which their type of apple can be put: During the period it is in grocery stores, no other fresh apples are available.

How to utilize this advantage while overcoming the obstacles mentioned?

With the small promotional resources the Board had to play with, it didn't look easy. Last year, early apple growers looked gloomily at their laden trees and were in no mood to rejoice. Where were they going to find the salesmen, the advertising money, the means for creating, paying for and distributing the necessary point-of-purchase promotional

material to do the job they knew was necessary?

A lot of achy heads were put together, calls went out to the food industry of California to help save the crop. In good neighbor style a lot of spontaneous help was given, from retailers on up. The Wine Advisory Board came to the apple men's aid; so did The Best Foods, Inc., makers (among other things) of mayonnaise, who for years have been promoting their salad dressing by tying-in with a multitude of products from artichokes, asparagus and canned fish, to Waldorf salad. The 1949 glut of Gravensteins was moved more successfully than was expected.

The experience provided the growers with a ground plan for their annual merchandising program which, with this summer's harvest, took definite shape as a related-item cooperative promotion.

The 1950 program had a plan to sell together apples, cheese and port. Auxiliary to it was the encouragement of other apple uses. Working well ahead, the Early Apple Board, the Wine Advisory Board and the Pacific Cheese Division of The Borden Co. (newcomers in the Gravenstein apple promotion picture) developed an intensive campaign to sell at least a half million cases of the apples in the six-week season, and incidentally, to sell port and cheese. Another phase of the program was worked out with Best Foods, promoting salads.

The Early Apple Board produced

**Gear your company
to a faster selling pace . . .
with a company-owned**

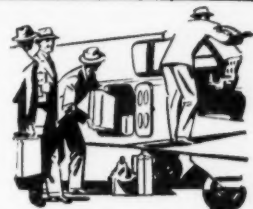
Beechcraft



There's more time for field work when you cruise there and back at 170 mph. Your executives "take off and go" on their *own* schedule because this completely equipped plane is ready for action — day or night.



"At home" on big city airport or short field alike. New Beechcraft propeller adds to take-off performance. Take-off hp rating increased to 196 at 2150 rpm. Steerable nose-wheel for better maneuverability.



Plenty of room for "sample" cases! Oversize baggage compartment. And it's easy to get at, inside or out. Entrance from cabin is zippered. Want *more* luggage room? Back seat removable in three minutes flat!



Remarkably low operating costs make treasurers happy! Fuel consumption 9.5 gallons per hour. Just 56% of engine's rated horsepower used while cruising. Means fewer engine repairs—an extra safety margin.



No "travel fatigue"—even on long trips. The Bonanza gives you a 750-mile range...and it will be completely *comfortable* travel in the sound-proofed, roomy cabin. Four can ride in stretch-out comfort.



Safety far beyond usual standards. All-metal framework is stronger than conventional construction. In shock and stress tests it far surpassed CAA requirements. Wide, long wheel base is *rugged*; smooths rough landings.



Because it's designed to excel in not just one category but in *all* important ones, the Model B35 Beechcraft Bonanza is the leading seller in its class. Inspect it today at your Beechcraft distributor's or dealer's. Or write for full information on your company letterhead to Beech Aircraft Corporation, Wichita, Kansas, U. S. A.

Beechcraft

BONANZA

Top speed, 184 mph
Cruising speed, 170 mph
Range, 750 miles
Fuel economy, 9.5 gph

BEECHCRAFTS ARE THE AIR FLEET OF AMERICAN BUSINESS

and paid for advertising in newspapers, on the radio and in trade publications. It created a colorful display piece featuring a new slogan, "Have a Grav!" . . . "for salads, for pies, for sauce—and grand eating too."

Borden's Cheese Division and the Wine Advisory Board created, paid for and distributed 20,000 colorful point-of-purchase display banners teaming up "three of the blue ribbon products of California agriculture:" Gravenstein Apples, Borden's cheese and Port Wine.

The Best Foods organization put out mammoth (24" x 39") display posters playing up California Graven-

steins by name for Waldorf salads with Best Foods mayonnaise.

As an additional August 1 tie-in the Golden State Co., one of the leading distributors of California dairy products, sent out more than a quarter million recipe inserts with its July statements, featuring Gravenstein apple pie a-la-mode, for which Pillsbury Mills supplied tested pie recipes.

Merchandising was confined to California since a large part of the early apple harvest is consumed within the state. Advance publicity, advertising in food publications, contacting of trade association execu-

tives and chain and independent retail store operating heads alerted all concerned to be prepared to go all out for Gravensteins come the 20th of July. Large wholesalers and distributors of apples also were tied-in and supplied with point-of-purchase material to distribute to produce retailers.

Salesmen from the apple and the wine boards and of The Borden company, numbering about 120 men, went out among retailers, starting in July, to distribute the advertising material, line up prospects for displays and, throughout the campaign period, assist retailers in installing prominent and attractive related item displays using the material. Duane Lewis of Borden's, who had 65 men in the field energetically setting up displays from Bakersfield to Eureka, says that by August 600 displays were in grocery stores.

Retail Displays Sell

Meanwhile, Best Foods had about 150 of its Pacific Coast sales staff of 200 men helping to build giant displays with their posters glamorizing Waldorf salad. The Mayonnaise-apple displays were put up in the largest markets and super markets, about 800 of them, accounting for the major grocery store volume.

Thus, the four interested organizations got up to four displays (in the case of larger retail stores)—or four point-of-purchase reminders in the shape of banners and posters: at the cheese, wine, produce and mayonnaise departments. Frequently, large related-item displays were put up in the front of a store or market. In addition to the work done by the co-operating organizations, a number of large wholesalers handling the early apples assisted by having their men put up point-of-purchase material and help produce men install displays.

The first Gravensteins that come on the market are best for salads, sauce and pies. During the first few weeks the main emphasis was placed on these uses. Toward the end of the harvest the Gravensteins are sweeter and best for eating. The apple-cheese-port theme then came in for the heaviest plugging. It is worth mentioning that, as a long-range aid to consumer acceptance and hence to repeat sales, the Early Apple Board has set up minimum sugar requirements without which the apple cannot be harvested. Strict check, at behest of the industry, is made by the Department of Agriculture on this point.

The cheese-wine-apple displays,

WBNS
PLUS WELD-FM

Sales power in central Ohio means WBNS plus WELD-FM with 187,980 radio families. These are the folks who have the money to buy your product and their buying guide is WBNS.

Quick results at lower cost... that has been the record of WBNS for year after year.

ASK JOHN BLAIR

POWER 5000 • WELD 53,000 • CBS • COLUMBUS, OHIO

while adapted to store, location and preferences of the retailer, followed a general pattern. They included a variety of packaged or cut and wrapped cheeses, an arrangement of bottles of port wine, brands determined by the retailer, and a box of Gravenstein apples. Full advantage was taken in the way of color appeal of the soft yellow-green-red of the apples, the yellows of the cheeses, the ruby red of the port, suggesting similar appetizing eye appeal to housewives and hostesses. The display material, all of it colorful, emphasized this aspect.

Retailers were reminded to price-mark the displays, and to be sure they were broken (not too precise) because customers have been found to shy away from displays too pretty to disturb.

During the campaign period, the Apple Board's advertising was doing its supporting job. Frequent small-space copy, rather than a few splurges, was run in metropolitan dailies in Los Angeles (*Examiner* and *Times*) and San Francisco (*Call-Bulletin* and *News*). Radio time was used on participation in home economics programs on the major California stations (KGO, KNBC, KFRC, KHJ, KECA and KFI).

Public Relations Plus Ads

A comprehensive public relations program and a barrage of editorial material and pictures to newspapers, magazines, radio stations and television stations supplemented the paid advertising. This phase played up recipes for dishes prepared with apples, wine and cheese. The Wine Advisory Board created some special recipes bringing together the "flavor trio."

What was the pay-off? All concerned are highly enthusiastic and ready for a repeat performance when the next crop of Gravensteins is harvested.

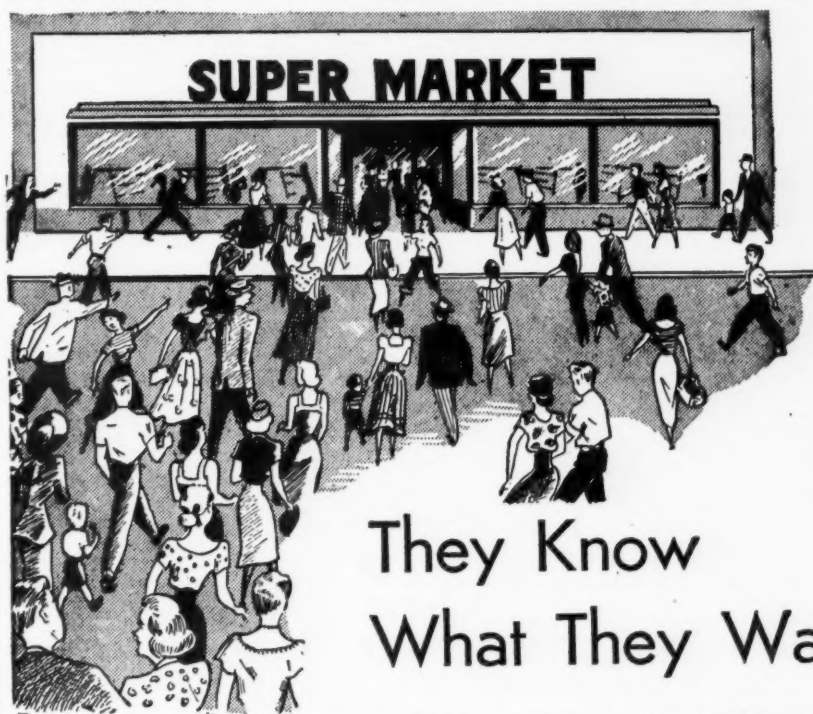
The Early Apple crop this year was on the short side. Even so, growers figured they would say "Well done!" if the season's sale reached 500,000 boxes. Board Manager Portman reports that the entire crop—about 600,000 boxes—was sold. Says he: "We believe we are on the right road in our selling, and that we have worked out, with the others concerned, the means and methods of contacting the public and bringing to them our story of the all-purpose apple. We have achieved a definite consumer acceptance."

The Borden Co. executives are equally happy about it. They have no general figures on sales increases

traceable to the promotion but a sufficient number of individual case histories to know that it worked. Duane Lewis says: "Where our displays went in and the retailer allowed us the necessary space, we know that sales of the three related commodities increased from 25-35%. Definitely, yes, we will go into it again next year. We like it." The Borden Cheese Division is not new at cooperative promotion. They have put on such programs with individual wineries and also with the peach growers. They are well sold on the cooperative promotion idea. Says Mr. Lewis: "It benefits all concerned,

from retailer on up, since it sells not one product as a result of the effort, but two or three."

The wine people feel the same way. "We like that kind of promotion," says H. A. Cadow who heads the Wine Advisory Board. "The related-item merchandising helps everybody: the consumer (with good, practical suggestions), the retailer (providing new and seasonable display ideas and materials), and the business or industries concerned. They give the retailer a reason for putting their product out where the customer will see it and they reap the benefit. The cooperative display may not



... because they're readers of The Buffalo Evening News (practically everybody around here is) and they've been reading the national grocery advertisements in their favorite newspaper.

In 1949—national advertisers in the grocery field placed a grand total of 1,113,175 agate lines of advertising in the Buffalo Evening News—representing more than 451 pages ... and they received RESULTS!

SELL the News readers

**and you sell the
WHOLE BUFFALO MARKET**

1,402,973 Consumers

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH CO.
National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

Going after the FARM MARKET?

Here's COUNTY AGENT

D. M. BABBITT

—one of 20,945 Leaders influencing
6,000,000 farm families



County Agent D. M. Babbitt, Flemington, N. J.,
conducting one of his 223 extension meetings.

Like all County Agents, Vo-Ag Teachers and Extension Leaders, Mr. Babbitt has *more than ordinary* influence with the farmers in his county. They ask his advice, respect his judgment, and *follow his recommendations*.

Here, for example, is why he's *your* key man in the farm field. In 1949, Mr. Babbitt—

- Made 705 farm visits
- Had 4,575 office visits
- Conducted 223 meetings attended by 14,032 farmers
- Made 6,285 phone calls
- Circularized 42,674 farmers with 87 different letters
- Published 829 news articles
- Distributed 5,959 farm bulletins
- Made 4 radio broadcasts
- Dictated 2,736 letters
- Made 346 separate soil tests

In his "spare time" Mr. Babbitt directs a fire prevention program, supervises cooperative egg and poultry marketing, livestock marketing, and works with a rural hospital. And he's proud of having the first county to sponsor a cooperative Artificial Breeding Association.

All of which shows the importance of gaining *his* acceptance of *your* products by approaching him favorably through BETTER FARMING METHODS.

Mr. Babbitt says: "I make it a point to leaf through every issue of BETTER FARMING METHODS from cover to cover. I find the special issues a particular help. I get considerable information from this magazine to pass on to farmers."

CCA
20,945



That's why it will pay you to keep *your* sales story before County Agent Babbitt and the other 20,944 farm leaders who depend on BETTER FARMING METHODS. The March Annual Husbandry Issue is one of the special issues covering every phase of farming.

Business Magazine for Leaders who TRAIN and ADVISE Farmers

Better FARMING METHODS

WATT PUBLISHING CO., MOUNT MORRIS, ILL.

double or treble the impact but it certainly strengthens it." Since an entire industry, and not brands, is involved in the wine people's participation, it is hard to pin down results, Mr. Cadow says. What they are sure of is that the triple promotion made for better display of wines. "They get good display as it is. But a promotion such as this gives a lift."

Speaking for Best Foods, R. B. Borda, assistant to the sales manager and directly in charge of the Gravenstein tie-in program, says that such cooperative promotions have become an accepted part of his company's merchandising. In addition to the tie-in promotions mentioned above, they

"An organized sales talk doesn't mean a canned sales talk in any sense. It merely means that your talk be carefully worked out beforehand, so that you know what you're going to say, what point you are going to stress, in what order you are going to present your argument."

"The Handbook of Selling"
by Charles B. Roth

have merchandised their mayonnaise by playing up apples in Waldorf salad for a number of years. When news of the 1949 bumper Gravenstein crop got around, they pitched in voluntarily to help sell it by specifically naming the early apples as a recommended ingredient. They spent a lot of money on promotional materials—and got results, Mr. Borda says. Apple growers appreciated the spontaneous help and this year made it two-way, incorporating Best Foods mayonnaise in their own merchandising efforts and display building.

Details of the joint effort were coordinated by Wakefield Advertising Agency, San Francisco, with Robert Grant as account executive.

Ted Portman who, as manager of the Early Apple group, directed the over-all planning of merchandising and advertising activities, says: "We have found all of the cooperating organizations very happy about the program and its reception and results. Certainly we are satisfied. I am sure the plans for next year's harvest will call for a similar joint promotion."

SALES MANAGEMENT

Display Angles



A CUT OUT BEAR makes an effective merchandiser for Alaskan Guide Knives. The tan and brown silk screened bear stands over 15 inches in height and is 27 inches long. Made of a heavy weight board Robeson mounts eight assorted "Shuredge" hunting knives on the display. In order that dealers may easily reorder, the maker has affixed a card order form to the back. Made for Robeson Cutlery Co., Inc., by Modern Process Studios.

WINDOW DISPLAY is large enough to dominate a position, yet small enough that it does not usurp the retailer's other valuable display space. The man's head and the illustration of the product may be projected forward by flipping a snap easel. Created for Chesebrough Manufacturing Co. by Forbes Lithograph Co. Handling of the color produces startling effect.



AMUSING COUNTER PIECE stimulates the sale of shaving brushes. The display comes to the retailer completely set up, permits the easy dispensing of dust-free merchandise, is pilfer-proof, and takes up a minimum of counter space. The figure's plastic apron has shelves on which seven types of brushes are shown. Made for Rubberset Co. by Consolidated Lithographing Corp.

SHIPPING-DISPLAY BOX is a multi-purpose unit developed by the Hinde & Dauch Paper Co. for the promotion of 1¢ candy "pops" made by the Akron Candy Co. This versatile box also incorporates a premium offer designed to increase the unit of sale. Printing is in vivid red and blue on yellow board. Simple instructions for setting up appear on outer surface.



Here is a "guide
to the perplexed"
that will pay
dividends to every
business executive

The New York Times plans an essential editorial enterprise...

IF you are perplexed today—and who among us isn't?—think of the problems facing you in trying to make sound and reasonable business decisions in the uncertain months ahead.

Never was the need so great among executives like yourself for information—fresh, factual, dependable information—upon which to base necessary business judgments. That's why this year an annual editorial undertaking of The New York Times that is always eagerly awaited by the business, industrial, financial, and government communities assumes proportions greater than ever.

This undertaking is to provide at the start of each new business year a complete, expert, and authoritative review of the year just ended, and a reasonable and informed forecast of the year just beginning.

Traditionally, this review and forecast are contained in a special section published with The New York Times on the first business day of the year. Several years ago, recognizing the growing importance of world business in our own economy, The Times started publishing two such sections, one devoted to the U. S., and, on the second business day of the year, another devoted to world trade.

Traditionally, too, this editorial enterprise, one of the most ambitious assignments undertaken by any publication, has commanded wide respect, not only in this country but everywhere over the world, because of the outstanding competence and unquestioned authority with which it is discharged.

Because of the disturbed and uncertain situation in the world today, editorial planning for the two sections to be published at the start of 1951 is already under way. As always, it will employ the resources of the whole worldwide newsgathering organization of The New York Times, the largest of any publi-

cation. And it will include timely and expert on-the-spot analyses of business, financial, economic, and political conditions everywhere over the world that will be unduplicated by any other source.

As an executive charged with making important business and policy decisions for your company, or sharing in them, you will want to be sure to read these special sections when they appear.

And as an executive concerned with at least some phase of your company's public relations, you will want to investigate the unique opportunity these sections provide for public relations or product advertising. In these special sections of The New York Times, for 31 years New York's leading advertising medium, this advertising should be especially effective and resultful. Full information, including reduced-size copies of the 1950 sections, will gladly be sent you immediately you ask for it. Write any of our offices today.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

FOR 31 YEARS FIRST IN ADVERTISING
IN THE WORLD'S FIRST MARKET

New York: 229 West 43rd Street • Boston: 140 Federal Street
Chicago: 333 North Michigan Avenue • Detroit: General Motors Building
Los Angeles: Sawyer-Ferguson-Walker Co., 612 South Flower Street
San Francisco: Sawyer-Ferguson-Walker Co., Russ Building

Get full information today about:

"INDUSTRY MOBILIZED AT PEAK LEVELS"
a Review and Forecast of U.S. Business, Industry,
and Finance to be published with The New York
Times on Tuesday, January 2, 1951

"WORLD TRADE—KEY TO WORLD PEACE"
an International Trade Supplement to be pub-
lished with The New York Times on Wednesday,
January 3, 1951

and prepares an inviting public relations advertising opportunity



CONVERSATION PIECES: Here are four out of eight unique color reproductions, suitable for framing and hang-

"In Advertising To Bright Minds We Try Not To Be Dull"

Based on an interview by Lester B. Colby with
CHARLES S. DOWNS

Vice-President in charge of Public Relations and Advertising,
Abbott Laboratories

Abbott Laboratories, 1950's Grand Award winner in the Direct Mail Advertising competition, speaks of its prospects—doctors—who are flooded daily with more direct mail than any group. Here's an insight into a top ad plan.

The Direct Mail Advertising Association, Inc., recently presented 61 awards for best direct mail campaigns in its 22nd annual competition. This year, for the first time, it gave a Grand Award. Previously awards were given by classifications only: for agricultural machinery and farm equipment, building materials, construction equipment, paper special-

ties, pharmaceuticals, rubber products, wearing apparel, and so on.

Winner of the 1950 Grand Award, announced October 4, was Abbott Laboratories, North Chicago, Ill. Abbott Lab has had a habit of winning. From 1933 to 1950 it captured first place in the pharmaceutical classification each year except two, 1937 and 1947. It was not in the compe-

tition in 1947 because its exhibit got mixed up with a transportation strike and failed to arrive in time for the showing.

Charles S. Downs, vice-president in charge of public relations and advertising for Abbott Laboratories, gave a visiting field editor for SM the headlined quotation as the key to the company's success in its highly specialized sales promotion. The bright minds referred to are the physicians and surgeons, the doctors of America. Abbott Lab, a highly ethical house, concentrates on the medical profession first, the drug trade second. It does not advertise to the public. And so in all its selling:

"... to bright minds we try not to be dull."



ing in waiting rooms which Abbott sent to physicians. No printing other than the title appears on any of them.

Only an extremely small percentage of the wide-awake population of the United States has any awareness of either the Abbott name or the Abbott business. Abbott advertising never appears in any household magazine; Abbott radio or television advertising does not worm its way into American homes, Abbott does not advertise in newspapers, or on outdoor posters or car cards. It does not have over-the-counter promotional pieces.

"Yet in spite of all this," says Mr. Downs, "we spend well over \$2,000,000 a year to promote and sell our products . . . and that is a very good budget any way you take it. Our business is governed by the fact that our products are sold almost exclusively through prescriptions written by doctors. It is logical, then, that we talk to them."

Generally speaking, the Abbott Laboratories sales and promotional program is organized in this manner: The sales and advertising departments get together every six months to decide on six *push products*. These will receive the greatest emphasis in advertising and in sales promotion. The company employs several hundred medical service representatives, usually referred to as "detail men." They work out of 19 branches. In addition to detail men Abbott has representatives in every country on earth except Russia and its satellites.

Two sales meetings are held each year, one in the winter and one in the summer. At each of these meetings the promotional and sales plans are revealed for the following six months. Briefly, the detail man has two jobs:

1. He calls on doctors in his area but does not seek orders except for such medicaments as injectable preparations which must be administered by the physician personally. His principal task insofar as the physician is concerned is (a) to maintain friendly contact with him and to remind him that Abbott Laboratories are concerned about him; (b) to give him a quick, brief refresher on old Abbott products and acquaint him with any new developments that might have escaped him.

Dealer Contacts

2. He calls on the pharmaceutical wholesaler or jobber and retailer. Here he also talks about old and new products. Here he asks for the order, and, in the case of retailers, turns over to be filled orders for such items as injectables received from physicians. At this point he is likely to tell the Abbott customer about the company's program to increase his business *through the medical profession*.

"We have to bear in mind at all times one vital fact," says Mr.

Downs. "In taking our goods to the medical profession we are probably selling to the best educated and most serious minded group of people as a class, and the busiest, in the world. Doctors probably receive more mail than any other class of prospects. Competition for their attention is great because they are highly regarded. When a doctor buys anything, the people of his community often take that as a recommendation. Automobile dealers from the beginning tried hard to sell their cars to the doctor, considering him a leader. And take cigarette advertising . . .

"We have to compete with other medical houses, and every other kind of business seeking the doctor's dollar. Because of this and because, except for the medical journals, that is about the only way we can talk to him, it is likely that our biggest problem in preparing our direct mail advertising is *to maintain reader interest*.

"Unless the doctor reads our inclosures to him, the value of the promotion is lost. So we must do two things: We must make our literature valuable to him from an informative standpoint. We must make it interesting. That's why we give a very free hand to our advertising department."

Abbott Laboratories has a research, development and control staff of more than 300, including 44 with

Editorial Vitality

Seven great news services...outstanding sports and financial coverage...17 of America's most popular comics...9 local and 23 top-flight syndicated features including Walter Lippmann, Bugs Baer, Drew Pearson, Eleanor Roosevelt, Alice Hughes, Susan Parker, Hedda Hopper, Victor Riesel, Ed Sullivan, Joseph and Stewart Alsop and many others...give the Courier-Express an editorial vitality which has made it Buffalo's best liked and best read newspaper.



*It Gets Results
BECAUSE*

It Gets Read Thoroughly.

LOOKING FOR BOOM MARKETS?

Set your sales quotas automatically
according to the

NEW CENSUS OF RETAIL TRADE

plus the 1950

SALES MANAGEMENT SURVEY OF BUYING POWER

All data available on I.B.M. Cards

Write for our free portfolio, "Facts about the Census & the SM Survey," incorporating three reprints from SALES MANAGEMENT by Jay M. Gould of Econometric. Address:

Dept. of Market Analysis
The Econometric Institute
230 Park Avenue
New York 17, N. Y.
Mu. 4-7800

"Forecasting Business Is Our Business"

M.D. or Ph.D. degrees. Many of the more than 1,000 products it manufactures are exclusive Abbott items. Last year the company introduced 53 new items, a considerable number of them exclusive; the year before, 61. Yet with all this, the only finger the scientists have in sales and promotion is to check the advertising department for the truth of facts.

Abbott's advertising department is the first and last authority in originating campaigns. This attitude is the direct development of years of experience. S. DeWitt Clough, chairman of the board, joined the staff of the then Abbott Alkaloidal Co. when he was 23 years old. At that early age he was western manager of three business papers. He was named advertising manager of the company in 1903 after a period as advertising manager of a medical publication published by Dr. Wallace C. Abbott, founder of the business.

Mr. Clough was elected secretary and director of advertising in 1913, vice-president in charge of advertising 10 years later, and president in 1933. At that time, with the Big Depression well under way, instead of retrenching he stepped up the company's research, sales and advertising programs. Under his guidance sales have increased consistently year by year, from \$4,066,000 in 1933 to \$54,209,000 in 1946. Since then the trend has continued.

Pinpoint Promotion

Abbott Laboratories has learned to pinpoint its sales promotion because it has so few actual customers. It sells both through wholesalers in the drug field and direct, as well as directly to hospitals. Direct sales account for a large part of its total volume. What distinguishes Abbott advertising is, first of all, the high quality of its approach, format and content. It willingly pays high prices for outstanding art work and goes to top-flight "living masters" to get the job done. It not only encourages bright originality but insists upon it.

The exhibit that earned the Grand Award of the Direct Mail Advertising Association in 1950 was built around the company's promotion for the first six months of the year. This had to do with a specially selected group of pharmaceutical products. Major emphasis was placed on two specific products during each two months of the six months' campaign. Purpose of this campaign was:

1. To persuade the medical profession to prescribe and use the products advertised.

2. To co-ordinate Abbott advertising with the personal sales and efforts of Abbott representatives on the same products at the same time.

3. To do an institutional selling job through the tone, believability and physical appearance of Abbott advertising.

Summarizing

Following is a brief summary of the job and its results: Reply cards were inclosed in 15 major mailings, six issues of the house publication, *What's New*, and nine broadsides. Samples and/or literature were offered. A total of 2,420,741 copies were mailed. Reply cards to the number of 283,936, or 11.7%, were returned within a short time with requests for 412,724 samples or pieces of literature. Reply card returns from individual mailings ranged from a low of 5.2% to a high of 18.9%. Volume of returns of reply cards was up 1.5% over those for the same period for the previous year.

Credit for the preparation of the campaign and its mechanical excellence goes to the following: ideas, plans and copy, the advertising department of Abbott Laboratories; art direction, Bert Ray, Abbott Laboratories; artists, Associated American Artists, New York City, and many others; engravers, Collins, Miller & Hutchins, Inc., and Premier Engraving Co., both of Chicago; Printers, Runkle-Thompson-Kovats, Inc., Magill-Weinsheimer Co., Packit Envelope & Bag Co., The Veritone Co., all of Chicago, Typographic Service Co., Indianapolis, and National Office Supply Co., Waukegan, Ill.

One of the many facets that contributed to the winning of the Grand Award was a series of eight unique color reproductions, suitable for framing, sent to physicians with the compliments of the Laboratories. Originally they appeared in Dayamin advertising. Dayamin is an Abbott multiple vitamin capsule promoted only to the medical profession, not to the public. In sending them, it was suggested that they were suitable for framing . . . "to hang in waiting rooms or offices as *conversation pieces*." No printing other than the title appears on them.

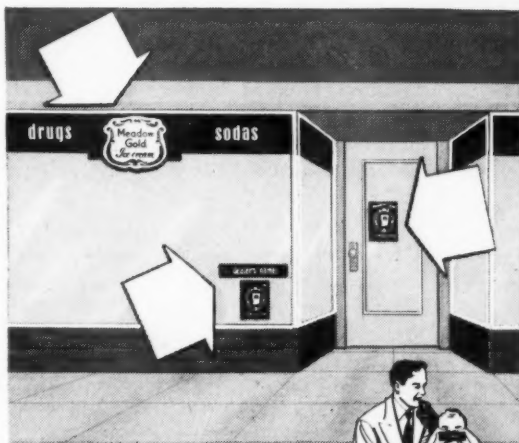
In making these pictures, photographed in color, a new and startling technique was used. The idea is so new that so far no name has been given to it. It consists of making pictures wholly out of products . . . in this case items commonly used in the diet of which otherwise encourage or subtract from the normal vita-

America's Most Effective Advertising Space is...

FREE!

use it with
MEYERCORD DECALS

Thousands of store-fronts offer acres of FREE advertising space. Cash in now—and for years to come, with colorful Meyercord top-of-the-window valances and spot signs. Stop shoppers on the sidewalk and bring them inside! Meyercord window signs in brilliant full-color create action where products are seen and sold. Durable, washable, easily applied—in any colors, size or design.



SEE DECALS
AT WORK—

RIGHT AT YOUR OWN DESK!

Let us show you 3-dimensional, full-color stereo slides of decal signs in actual use! No obligation.

Write Dept. 3-11

SEE DECALS IN ACTION—ON
THREE-DIMENSIONAL SLIDES



This book
simplifies the
search for
market facts



662 pages of up-to-date market facts and figures with state-county and major market area maps, organized for working convenience.

CONSUMER MARKETS' scope and content and see for yourself why advertising agencies, national advertisers, market analysts, media sales and promotion people consider it an indispensable work-book in solving media, advertising, selling, and marketing problems.

Tabulations Available: ALL CONSUMER MARKETS figures are on IBM Punch Cards, available to users for quick, accurate tabulation, at low cost, in any desired combination of city, county, or state data. For information, write, wire or phone:

Consumer Markets

A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • Los Angeles

MEMO to Space Buyers

Better Than Charts and Surveys

Mail order copy pays off in The V.F.W. magazine. Scores of unsolicited advertiser testimonials, and scores of repeat ad accounts, tell the significant story better than charts and surveys.

When keyed copy pulls like this, you can't ask for better proof of readership that produces over-the-counter sales for your dealers.

WRITE TODAY FOR FREE SAMPLE
COPIES OF LAST THREE ISSUES

V.F.W. MAGAZINE
(Formerly Foreign Service)

Dan B. Jesse, Jr. & Associates, Inc.
Advertising Directors
10 East 43rd St., New York 17, N. Y.



ADVERTISING for Farquhar

...founded nearly a century ago, the A. B. Farquhar Company of York, Pa. features one of the oldest and most complete short lines of farm equipment in the world. In addition to farm equipment, Farquhar makes hydraulic presses, materials handling conveyors, and food processing machinery.

...In 1947, realizing the need for a complete, well-rounded advertising program to increase distribution and sales, Farquhar appointed as its advertising agency

Van Sant, Dugdale

Advertising Since 1912

BALTIMORE

Write . . . Wire . . . Call Today

min intake. These descriptions will give an idea of their weird construction:

Mr. Weeder, the Nico-Feeder: A bust of a man, face and head formed with cigarettes; nose, eyes and ears with the bowls of pipes; hair, a twisted mass of pipe cleaners; coat, deep brown cigars; shirt, cigarettes; necktie, a twist of tobacco leaves; between plastic lips, a lighted cigar.

Faddist Pearl, the Salad Girl: Face a cross-section of orange; ears, lemon slices; earrings, a slice of radish; eyebrows, what looks like a thin trim of avocado; hair, a mass of curly salad greens; dress, leaves of lettuce with nice detail for busts; neck, a part of a banana.

Mr. Drencher, the Hunger Quencher: Head a serving tray; eyes and nose, cocktails; mouth, an old fashioned, an orange slice making the lips; necktie, a bottle opener; other bar gadgets to complete the ensemble.

Other "characters" portrayed include Sweet-Tooth Bob, the Vitamin Snob; Mrs. Sprucer, the Miracle-Reducer; Mr. Beeler, the Between-Mealer; Mr. Moss, the Meat & Potato Man; Mrs. Peeler, the Vitamin Stealer. Besides being attention-getting, each picture illustrates a point.

Another tool fashioned to get the doctor's attention, earn his good will and implant the memory of Abbott products in his mind is the house publication, *What's New*. The magazine is colorful for one thing. By this is meant it has bright articles in it aimed to attract the medical mind, and in addition to that it is well illustrated in color. Artists may go far afield to do their work.

As a case to illustrate this, the May and June issues carried a two-part article titled, "The Problems of Indian Medical Care." During the painstaking preparation of this feature, Blayne McCurry, staff writer, flew more than 20,000 miles visiting reservations scattered from the Mexican border to within 200 miles of the arctic circle. Four artists, Frede Vidor, Edward Millman, Edward Chavez and Fletcher Martin were employed to paint on-the-scene pictures.

The artists in some cases found the tribes hostile to their work. Often they had to make sneak snapshots to get the material they wanted. Again, if they started rough drawings the Indians would run away or become threatening. Sometimes they could be won over to the point of willing cooperation. Artist Vidor once stumbled into a room where an accouch-

ment was in progress. The squaws insisted that he make four circles over and sprinkle ashes on the new born baby. The reason, if he had not been bitten by a dog or shot with a gun within the year the infant would develop a bad naval.

Take this excerpt from a report on the Papagos who live in 73 scattered villages on the Mexican border, their homes crude adobe huts. It is enough to make a doctor stop and read:

"Of approximately 260 infants born each year, one-fourth die within 12 months; at the age of six there are only 160 left; at the age of 18, only 125. The life expectancy of a Papago infant is 17 years . . . Only a birth rate double that of the country as a whole enables the Papagos to survive at all."

In another issue is an article titled, "Cancer from Tumor 'Dust'—Has the Cause of Cancer at Last Been Discovered?" It tells a story of some revealing, if controversial, findings by the laboratories of the Imperial Cancer Research Fund, London. In

"The man who thoughtlessly says there is no friendship in business is usually the first man to call on his friend when he needs something."

"How to Make More Sales"
by Harry Simmons

the usual questioning approach of the medical research specialist, the article cautiously reveals what one, Gye, a cancer technician regards as "possibly the key to the general problem of cancer causation."

One issue of *What's New* devotes considerable space to the problem of using sweet-tasting tablets or candy-like medicines to trick the little brats who get on their high-horses when they are sick and rebel at taking medicines. Any medic of experience, it can be guessed, will find enough interest in this to stop and take a gander.

These are mere samples out of the Abbott Laboratories direct mail program to give the doctor material that will not only hold his rapt interest but will help him in his daily chores. Thus the artistic qualities of the over-all program are augmented by the practical. One artist is naively described as being a contributor to the pages of *Life*, *Time* and *Abbott*.

One section of what is known as

the "Dear Doctor" program consists of six letters, written in an informal style and signed by Abbott representatives. These are prepared with a touch of humor to give the impression that the letters were written personally by the Abbott representative. Each carries an imprint of his signature. The idea is that there is sales psychology in intimacy, even though the representative does not try to sell the doctor as a salesman. The purpose is continuous friendly contact and good feeling.

Much of the thought behind the general promotion dates back not more than 10 years. It received impetus during the years of World War II when gas rationing was on and calls at best were made infrequently. Because it obviously was getting profitable results, it was continued after the war and will be continued.

Abbott's advertising and promotion department in North Chicago, Ill., requires the services of a larger personnel than one might imagine. In it there are ninety people. Twenty are in the advertising department proper; 70 in what is called "advertising service." These latter handle inquiries, samples, mimeographing, etc.

Direct Mail Dominates

Something like 35% of Abbott's promotional budget is charged to direct mail of all types. Seventeen per cent goes into medical, hospital and other professional advertising. Dealer promotional services take about 10%; follow-ups and inquiry handling another 13%. Literature, blotters and detail cards which are given out rather than mailed, absorb approximately 10% while 3% goes into educational films, exhibits and so forth.

Abbott also prepares window displays for dealers, meaning retail druggists. These in the main are of an institutional nature, promoting the druggist and his business, and the doctor, in the eyes of the public—never making an effort to sell Abbott products.

Abbott Laboratories also supplies the drug trade with delivery envelopes, labels, prescription signs, telephone stickers, identification badges, imprinted scotch tape, bottle and box stickers, imprinted book matches, envelopes and letterheads, and a variety of other helpful pieces and gadgets including mats for local advertising and so on either without any cost at all or at very low cost. None of this in any way ever advertises Abbott pharmaceuticals. If the doctor prescribes Abbott, that's all that is asked.

Mayflower

**A RESPONSIBLE
MOVING SERVICE**

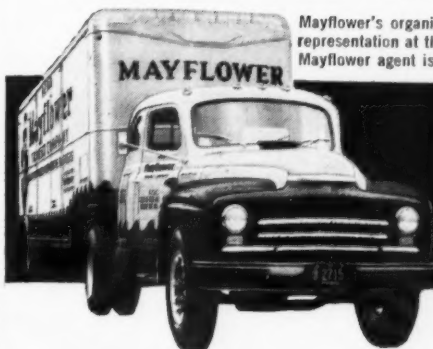


A Traffic Manager's Dream Come True!

● You can depend on Mayflower to provide complete protection for you, your company, and your employees. When you assign personnel transfers to Mayflower, Mayflower assumes full responsibility for a safe move, and backs that responsibility with a sound financial structure, as evidenced by its financial ratings. It makes available, at no profit to itself and at

a low cost to you, a transit insurance policy through a leading insurance company. It will pay loss and damage costs in excess of the carrier's liability . . . and loss and damage costs resulting from hazards for which the carrier cannot legally assume liability. You can be sure, too, that Mayflower will handle all claims promptly and fairly. Yes, you can depend on Mayflower, America's Finest Long-Distance Moving Service, for complete protection.

AERO MAYFLOWER TRANSIT COMPANY • Indianapolis



Mayflower's organization of selected warehouse agents provides on-the-spot representation at the most points in the United States and Canada. Your local Mayflower agent is listed in the classified section of your telephone directory.

**AERO
Mayflower**
NATION-WIDE FURNITURE MOVERS
America's Finest

Sales Girls Can Say, "It's Made This Way"

Customers' questions about several lines of California sportswear for women now can be answered by reference to a series of booklets issued by De De Johnson, designer.

With purse-size picture booklets to brief retail saleswomen on her sportswear, De De Johnson, Hollywood designer and manufacturer has tightened a vital link in her merchandising.

Theory: The sportswear buyer comes to the Los Angeles market, sees everything that is new, selects lines for his trade, goes back home and tells his salespeople all about them so they will have selling "ammo."

Facts: On the average, a buyer

has a week or 10 days in that market, cannot see half the lines, much less remember all the fashion and fabric points. Saleswomen often lack even basic information on washing or cleaning a fabric.

Starting as a model to learn the business, then working for manufacturers, and going on the road, Miss Johnson went into business for herself nine years ago, with practical experience of her line from design to final wearer. She knew that many

a sale was lost because retail saleswomen lacked information. To provide selling aids she worked out these slender booklets, with her public relations director, Eleanor La Vove, Los Angeles.

Eight 5½ by 4¼ pages, with text so brief that it can be read almost at a glance, whimsy drawings and thumbnail diagrams of details—these booklets can be tucked into a bag.

When a new line is materializing, the advertising agency gathers information about the why and wherefore of designs and fabrics. From this material are winnowed out a dozen or two sales points with a strong customer angle. What are these clothes going to do for the customer's appearance, ease, service, economy? How will they supplement her present wardrobe?

From the booklet on De De "Match-ees:"

"'Match-ees' are casual separates designed for the American woman whose life centers around her family, her home, her job.

Budget-Wise Wardrobe

"An expendable, adaptable collection that can be pyramided into as large a purchase as fits her scheme of life, her budget. She might start with a slim skirt, a Jim Dandy weskit, a pongee shirt. Add a jacket, a full skirt, a flannel shirt and, to wear over all, a full-length lined coat.

"Mix or match to color or pattern for a completely co-ordinated round the clock wardrobe that will complement her style, coloring, figure or way of life."

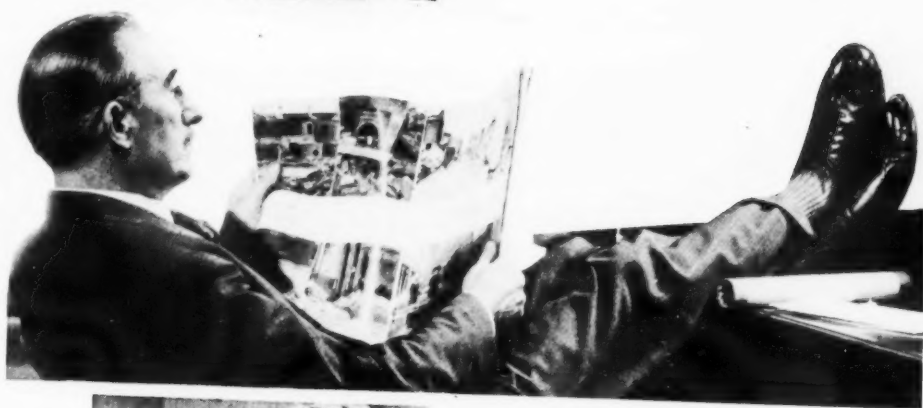
High spots for selling, such as sleeves, shoulders, collars, cuffs, fastenings, workmanship, are diagrammed, to be pointed out.

No attempt is made to feature the De De lines at the expense of others sold by the store, of which there may be a dozen or more, and the booklets are never sent directly to salespeople. The buyer always distributes them. When he stocks the line he is shown all of this material. If he wants his salespeople to have it, he indicates how many copies he can use and they are mailed to him.

This briefing of the individuals who are going to sell a product in competition with other lines has generally been approved by merchandisers. It supplements sales meetings, or can substitute for them.

Individual saleswomen like the "ammo" because it increases their sales and definitely helps to build a personal clientele of customers.





How many people
read LIFE how often?



How many people read LIFE how often?

The value of repetition has always been a basic tenet of advertising; yet the repetition delivered by frequency in a single medium has largely been a matter of intelligent conjecture.

The chart on the opposite page shows the basic facts of repetition in LIFE.

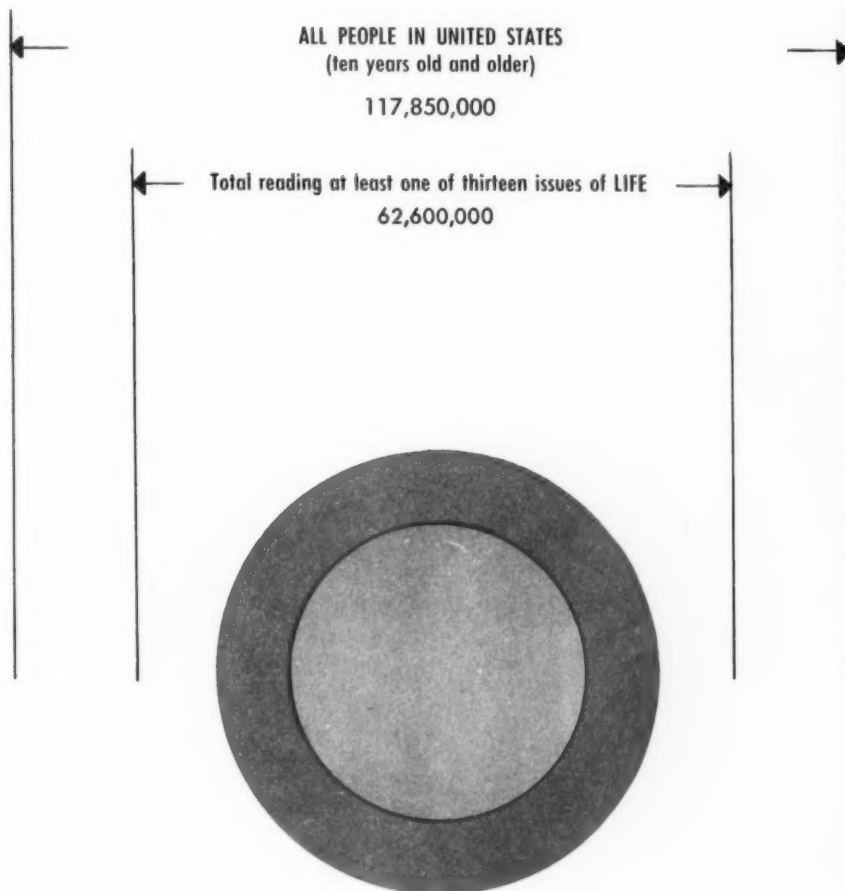
- 14,800,000 people are consistent readers: they read 8-13 out of 13 issues of LIFE . . .*
- 18,000,000 people are frequent readers: they read 4-7 of 13 issues . . .
- 29,800,000 people are occasional readers: they read 1-3 out of 13 issues of LIFE.

CONTINUITY means repetition; and repetition on the most able-to-buy group.

*And, by all criteria including age, education, economic status these consistent readers are the most valuable prospects for advertisers. Details now available in *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc.

REPEAT AUDIENCES IN TOTAL

(Out of thirteen average issues)



29,800,000 people read 1-3 issues of LIFE

18,000,000 people read 4-7 issues of LIFE

14,800,000 people read 8-13 issues of LIFE

CONTINUITY IN **LIFE** . . .

LIFE's Accumulative Audience—62,600,000 people who read one or more of 13 issues—provides a potential that

. . . REACHES MORE THAN HALF THE NATION

LIFE's Repeat Audience—the 14,800,000 people who read virtually every issue of LIFE means the consistent advertiser.

. . . MAKES THE MOST CALLS ON THE BEST PROSPECTS

LIFE • 9 ROCKEFELLER PLAZA • NEW YORK 20, N. Y.

How to Sell Through The Mail Order Chains

IV. Working with the Retail Stores

BY JAMES C. CUMMING*

Vice-President, John A. Cairns & Co., Inc.

When you sell mail order chains it's very important to keep pushing your merchandise through retail stores as well as through the pages of the catalog. Although Aldens, Inc., operates only 10 stores, and Simpson's Ltd., five, Aldens plans to expand its retail operations and each Simpson unit is a big department store. The stores in fact may be more important to you than the mail order end of the business.

In 1948, for example, Sears, Roebuck and Co. did \$1,632,000,000 or 68% of its total annual volume through its retail stores. Similarly, Montgomery Ward did \$1,308,321,364 or about 66 2/3% of its business that year over its retail counters. Although The T. Eaton Co., Ltd., and Simpson's, Ltd., give out no figures of this kind, it is probable that 75% of their business is retail.

The Market

Here, specifically, are the mail order chains with the number of retail stores each operates:

Montgomery Ward & Co.	647
Sears, Roebuck and Co.	632
Speigel, Inc.	160
Aldens, Inc.	10
National Bellas-Hess, Inc.	13
The T. Eaton Co., Ltd.	46
The Robert Simpson Co., Ltd.	5

To reach these retail outlets you must first reach the man at the head of each store—the store manager. And second you must reach the man or woman in charge of your particular section of the store—the division head. Both the store manager and the division head are very important

*This is the fourth of a group of six articles by Mr. Cumming on how to sell to mail order chains. The first appeared in SM for September 15. It dealt with the size and scope of the mail order field. The second appeared in SM for October 1 and advised on whom to see to get started. The third was published in October 15 SM and told how to promote sales of your product. The fifth will appear in the November 10 SM. Subject: Educating the Retail People.

to you—almost as important as the buyer. The buyer can list your product as an approved item for the stores in the chain to carry. The manager and the division head decide whether to stock it. They decide whether to display it, how heavily to promote it, how much "sell" to put behind it. To get a steady flow of re-orders, you must keep them *sold*. But you can't just drop around and see these people the way you can a department store buyer. Mail order chains have strictly enforced rules that prevent that, and your contact with the manager and division head, like all your work with the mail order chains, must go through channels.

Reaching the Store Manager

Your primary channel to the store manager is the series of bulletins which are sent to him by the buyer. If your product is important enough, you can sometimes prepare these bulletins yourself. Here are two specific examples:

1. When Simtex Mills went to Sears last year with the idea for the contest on Fairloom Flannelette to which we referred in a previous article (October 1 SM) they gave the buyer a bulletin to be sent to the store managers and forwarded by him to division heads. This bulletin described the contest fully, gave the advantages to the store, reproduced advertising and display material, and detailed exactly what each store was expected to do.

It was not *finished*, nor did Simtex offer to finish it. It was given to the buyer in copy-and-layout form, so that he and the merchandise office and the advertising and display departments could make changes in it before they produced it and sent it to the stores. However, it was prepared in standard Sears style for such bulletins, so that very few changes were necessary. It went out practically as it was originally written.

2. Blue Swan makes a line of lingerie for Sears. It is sold under Sears'

private brand of "Charmode." Last year Blue Swan went to the lingerie buyer with an idea. Sears Value Demonstration was in prospect, and Blue Swan offered the buyer a group of lingerie items for this promotion, which are coded in the Sears organization as "XVD". More than that, Blue Swan offered to prepare completely a special bulletin to the stores that would describe the items for the Value Demonstration.

This bulletin was written and laid out by Blue Swan, checked and approved by the buyer and the merchandise office, produced by Blue Swan and sent to the stores by Sears merchandise office.

Preparing Bulletins

It was done in color, although most chains use black and white for their bulletins.

It was prepared in the approved size for a Sears bulletin.

It was punched so it could readily be bound into the division head's stock book.

It was swatched for the ultimate in selling the special merchandise to the manager and the division head.

And to show the way it talked Sears "lingo" here's some of the copy:

Division 38 Gets
A Lucky Break
Just in Time for Easter Selling
Colorful . . . Valueful . . .
Specially Priced for XVD
Charmode Knit Lingerie
We planned This Promotion Way
Back Last September!

Yes, it was way back last September, just before world series time when we started planning this, the *biggest* and *best* of all our knit rayon underwear promotions thus far. We planned the fabrics, we planned the beautiful expensive self-embroidery trims, we planned the styles, we planned the colors, yes, we even started planning our window displays and newspaper ads and most of all, we planned a production schedule at the factory that will insure your getting this beautiful assortment of lingerie in plenty of time for "XVD" if you don't delay in placing your orders for this merchandise.

Place Your Orders Now . . .

For the Easter Parade of "Best Sellers"

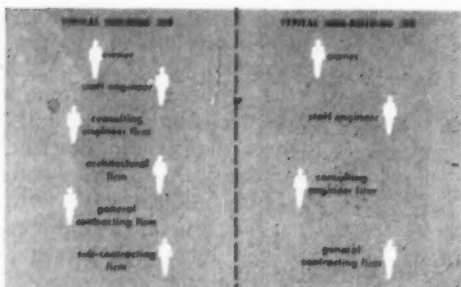
Talk about perfect timing for a promotion of this kind! Not only is the merchandise an outstanding value for "XVD" but should also sell in a great big way for EASTER and for that matter, for the entire season.

Now it's Up to You!

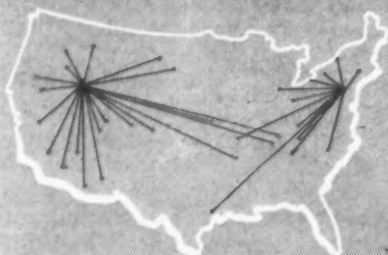
BE RIGHT in the Quantities you Order and You'll

BE RIGHT in Sales Later On.

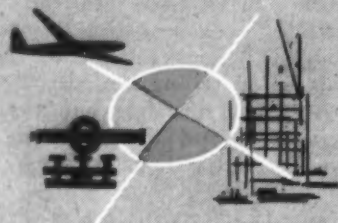
Six reasons why good advertising



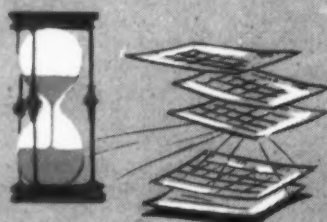
1. **PROSPECT IDENTIFICATION** Before it can be selected, bought, and used, every product that's sold for any kind of engineering construction work must meet the approval of several kinds of experts, some in the same organization and some in different organizations located in different places. *What does it cost you just to identify those whose approvals you need for every sale of your product?*



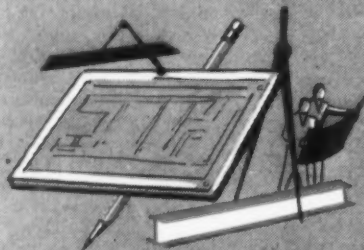
2. **MOVEMENT** The men you have to sell *move frequently* . . . from job to job, from place to place. Now it's a dam in Oregon; next month maybe a building or highway in Illinois. Construction is mobile. Also, no two jobs are ever likely to bring the same groups of experts together. *Always some important men are hard to find, and then to see . . . in time for the salesman to do a job.*



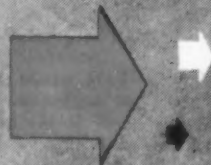
3. **JOB VARIETY** Construction consultants work on an average of 8.3 different kinds of engineering construction: federal engineers 7.6; state, county and district engineers 6.9; municipal engineers 9.7; railroad construction engineers 8.5; industrial construction engineers 5.6; contractors 6.6. *You can't identify your prospects' future job interests by the kind of work they're doing today.*



4. **TIME** From planning to completion, construction takes many months, sometimes years. Many things can happen in such time-lapses to upset the sale of even an approved product . . . of even a *specified* product. *That means your selling job isn't done until your product's actually delivered and used.*



5. **DESIGN AND SPECIFICATION** Design and specification designate what building materials, structural components, and installed equipment are to be used in any engineering construction project. *That puts a premium on creating acceptance and getting approvals in time to have your products included in the "specs."*



6. **ENGINEERING NEWS-RECORD** ENGINEERING NEWS-RECORD keeps the different kinds of responsible construction experts posted on significant trends and developments in *every phase* of the economics, planning, design, construction, operation and upkeep of *every type* of engineering construction *everywhere* in the world.

cuts the cost of selling...

... in the engineering construction market

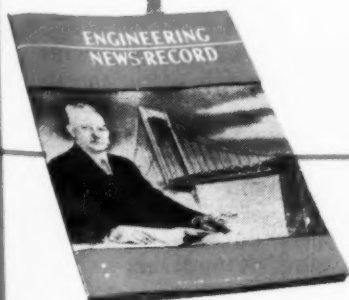
The first five reasons pictured here are blocks that stand in the way of selling any product in the engineering construction market.

The cost of removing those blocks by sheer manpower alone is exorbitant. It means that your own or your distributors' salesmen must identify, locate, and get to see *many* construction experts in many different places . . . soon enough and *often* enough to influence their specifying and buying decisions on construction equipment, installed equipment, materials, tools, and supplies. And it means *keeping* those men sold over long periods of time.

The sixth reason, ENGINEERING NEWS-RECORD, offers a means of simplifying that complicated, time-consuming sales job . . . of *reducing its cost*. For advertising in ENGINEERING NEWS-RECORD reaches *all* the kinds of construction experts whose approvals your product must have . . . and it reaches them *all at once*, week after week, month after month.

Thus, advertising "mechanizes" several steps of the selling job those five sales blocks impose . . . basic steps that are most costly to do "by hand" alone. It makes contacts for the salesmen, often before the salesmen know whom to see; sometimes with important people the salesmen never see. It arouses interest in and creates preference for your product. *It adds thrift* to your selling in the engineering construction market . . . just as a power-shovel adds thrift to an earthmoving job.

Give advertising in ENGINEERING NEWS-RECORD a real part of your sales load to carry.



ENGINEERING NEWS-RECORD

FOR THE EXPERTS WHO PICK THE PRODUCTS FOR CONSTRUCTION PROJECTS



McGRAW-HILL PUBLISHING CO., INC., 330 WEST 42ND ST., N. Y. 18, N. Y.

NOVEMBER 1, 1950

The entire center spread of the bulletin was devoted to sketches of the items being offered, with detailed descriptions, Sears merchandise numbers, prices and swatches.

Both of these bulletins were highly successful in reaching store managers and division heads because *they said what the manufacturer wanted to say in the way the chain wanted it said.*

Both of them used the chain's private brand instead of the manufacturer's national brand. This was wise. Simtex was organizing a similar contest on the same flannelette under the Simtex name through independent stores, and Sears' use of Fairloom prevented interference. Similarly, the use of the Charmode name in Sears stores prevented any conflict with independent stores that use the Blue Swan name.

Both firms worked closely with the chain's people whose jobs are to produce material of this kind. Results, therefore, were entirely practical.

Brand Promotion

These bulletins bring up a very important point. Should you ever try to organize mail order chain promotions of your branded merchandise under its national-brand label?

It's impossible to give an unqualified answer to that question. Much depends on the product. Ivory Flakes would naturally be promoted under its own brand name. So would Talon Zippers, Dan River fabrics or Dot Snappers. Much, also, depends on the chain. Eaton's, Montreal, recently promoted sun dresses by Cole of California in a full-page advertisement. Montgomery Ward does a better promotional job with Cameo Hosiery than with its private brand Carol Brent.

In general, however, you should face the fact that to work successfully with the mail order chains you should use a private brand label. This policy works primarily to your own advantage. You can't sell your own brand to the chains and the department stores both without constant friction. But you *can* carry water on both shoulders if you work with the mail order chains under a private brand label, as Blue Swan does, and give your national brand to the independents only.

Furthermore, that's the way the chain store managers like to work. They have been trained to push the items which come to them in private brand wrappers and they'll do a better job with your product if it carries a company label.

In addition to the bulletins, there



PLANNING EFFECTIVE RETAIL WINDOWS: Sears, Roebuck's National Display Department sets up and photographs suggested display arrangements and sends them to retail stores to serve as patterns. The various units and panels needed for preparing them are produced and shipped from headquarters. The store display man puts the finished job together. Above: A window planned for the 64th Anniversary Sale for September of this year. Below: A typical furniture display. There's a steady stream of suggestions for windows.



are four other ways of reaching managers, division heads, display managers and advertising managers in the stores. They should be considered carefully by every manufacturer selling the mail order chains:

1. *Counter display* is even more important to a chain store manager than it is to a department store buyer. If you can help him to get more sales per square foot of floor or counter space, your ideas will be welcomed by both the buyer and the manager.

John Dritz & Sons, distributors of notion specialties, designed and produced a counter display unit which has been accepted by the stores of the mail order chains across the country. It fits in relatively small space on top of the counter, and provides space for the advantageous display of the entire line of Dritz products.

2. *Merchandise listings* are used daily by every division head. They list the merchandise authorized for his department by headquarters, and if your item has been bought by the central buyer it will be on the listing. It may be to your advantage to write the description which often appears with the item on the listing, in the interest of greater accuracy and better salesmanship. Or, if yours is an extensive line with the chain, you might even prepare the entire listing. Talon Zippers do this for several chains to simplify ordering at the individual stores.

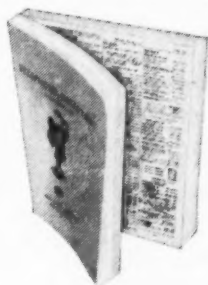
3. *Window display suggestions* go out to the stores in a steady stream from the central display departments to managers and display men in the major mail order chains. They are prepared by experts who have given



Chalk up another sale for Trade Mark Service

Reach for your telephone directory and look through the 'yellow pages' in the Classified section. There you'll see the trade-marks and brand names of many well-known manufacturers. And below them, you'll see the names and locations of local dealers who sell these products. *That's Trade Mark Service.*

*All the way from Seattle to Miami
... every day... dealers chalk up*



*sale after sale of branded merchandise...
because of Trade Mark Service.*

Trade Mark Service provides you with a powerful sales tool... it helps you cash in on the fact that 9 out of 10 shoppers use the 'yellow pages' of the telephone directory for buying information. This dealer identification plan means more sales for your authorized dealers.

For further information, call your local telephone business office or see the latest issue of Standard Rate and Data.



service stations for better business



BACK OF THE BARN perched on a plank fence Charles Green, Agricultural Credit Representative of the National Bank of Orange (Virginia) is just as much at home as in his office. Here he is helping a customer plan some needed attention to his farm equipment.



VICE PRESIDENT Guy C. Kiddoo of Chicago's First National Bank, repeats this scene every day of the week. He is giving advice to one of the many oil men who use his bank which for years has led the way in loans on oil underground—annually lending millions to producers, refiners, and marketers.

FROM ONE END OF THE COUNTRY to the other, bankers make it their business to help others with *their* business. In the bank, on the farm, or at the factory the banker rolls up his sleeves and pitches in at his favorite job—giving assistance to all who need it.

Your job should include keeping bankers informed on the latest products and services used by your customers everywhere . . . Tell all bankers in **BANKING** magazine, 12 East 36th Street, N. Y.

Your Best Friend the Banker . . .



PREPARED BY ROYAL & DE GUZMAN

years to the study of display as it applies to the particular selling problems of their organizations. Some of these men have made major contributions to the entire display industry. They know their jobs thoroughly.

Suggest Displays

It is obvious that you'll antagonize these men if you attempt to dictate



SOME MANUFACTURERS succeed in getting their displays used in chain-owned retail stores. This is one of them. It's a compact counter unit prepared by John Dritz & Sons for Dot Snapper Kits.

to them. To prepare display material and ship it to them would be the worst thing you could do. But your suggestions, made through the buyer, will be welcome if they reflect a basic knowledge of what they are doing and meets definite display problems of your product in their type of retail outlet.

4. *Advertising mats* are sent to retail managers and advertising managers at frequent intervals by each chain's national advertising department. If your product is important and your ideas sound, your suggestions will be welcomed by this department, too. Have you ever asked the buyer to show you the mat service that covers your line of merchandise? You may find that important selling points are omitted. You may arrange for more forceful presentation or you may develop more basic ideas that you can take to the buyer in copy-and-layout form.

Don't ever lose sight, when you sell these chains, of the fact that your product is *still your product* until a consumer buys it. Give the chain all the help you can in getting it off the shelves and into use.

SALES MANAGEMENT



ADVERTISERS:

**Show
your
film
commercials
to
40,000,000
moviegoers!**

Have you considered putting your costly TV commercials to work in theatres? It can pay big dividends because you can either —

1. Intensify your coverage of TV markets or
2. Reach with equal or greater impact the tremendous additional audience which television *cannot* reach.

There are 14,750 theatres available in almost all markets, large and small, on a completely selective theatre-by-theatre basis. They have 7,450,000 seats, giving you a total audience of 40,000,000!

You can reach this greatly increased market at a low cost per 1000 viewers. When you compare movie and TV coverage, remember that virtually 100% of selected movie audiences see and hear your film.

The Movie Advertising Bureau handles all details of theatre schedules. Each theatre selected screens your films at every full performance during the weeks scheduled.

Dig into this proposition thoroughly, or ask your advertising agency to do so. We will prepare theatre coverage plans for you without cost or obligation. Write, wire or phone our nearest office for complete information.



The Movie Advertising Bureau

MEMBER COMPANIES: UNITED FILM SERVICE, INC. • MOTION PICTURE ADVERTISING SERVICE CO., INC.

NATIONAL OFFICES

NEW YORK: 70 EAST 45th ST. • CHICAGO: 333 NORTH MICHIGAN AVE. • NEW ORLEANS: 1032 CARONDELET ST.
KANSAS CITY: 2449 CHARLOTTE ST. • CLEVELAND: 526 SUPERIOR N. E. • SAN FRANCISCO: 821 MARKET ST.

NOVEMBER 1, 1950

The Bulldozer on your doorstep!

For sheer power,
there's no magazine like **METRO!**

**THE WORLD'S LARGEST
MAGAZINE CIRCULATION!**

**ASTONISHING READERSHIP
OF EDITORIAL AND ADS!**

THE first one up Sunday morning brings it in. One by one the family descends on it. The living-room scene is one of quiet concentration as the contents of the Sunday paper are devoured. There is little indication that, in their midst, there's a *bulldozer!*

But it's there all right! To the *family*, it's a close friend, eagerly awaited every Sunday morning. To *advertisers*, it's *Mighty Metro*, the broad-bladed bulldozer of the magazines of America!

There are three multipotent Sunday magazines, each with the brawn of mass circulation. Each is a dynamic mover of merchandise, each geared for selling power. They're media in which more and more smart advertising dollars are being invested.

Among the three, *Mighty Metro* stands out head and shoulders. The figures:

METRO Over 14,000,000
AMERICAN WEEKLY Over 10,000,000
THIS WEEK Over 10,000,000

Figures based on latest A. B. C. reports

Those *Metro* millions—constituting the world's largest magazine circulation — are concentrated where two-thirds of all retail sales in the U. S. are made!

The readership of *Metro* is phenomenal. Just compare readership figures of campaigns that ran in *Metro* and in other leading magazines in 1949. You'll see that *Metro* delivers up to *three times the readership per dollar*—with both men and women!

Let's make a switch on the "Get-on-the-bandwagon" cliché. "*Get on the bulldozer!*"—get your ads into *Mighty Metro*—for mass circulation, mass readership, *mass movement of merchandise!*

Individually edited by these leading Sunday newspapers:

ATLANTA *Journal-Constitution*
BALTIMORE *Sun*
BOSTON *Globe and/or Herald*
BUFFALO *Courier-Express*
CHICAGO *Tribune*
CINCINNATI *Enquirer*
CLEVELAND *Plain-Dealer*
DES MOINES *Register*

DETROIT *News and/or Free Press*
INDIANAPOLIS *Star*
LOS ANGELES *Times*
MILWAUKEE *Journal*
MINNEAPOLIS *Tribune*
NEW ORLEANS *Times-Picayune & States*
NEW YORK *News*
PHILADELPHIA *Inquirer*

PITTSBURGH *Press*
PROVIDENCE *Journal*
ST. LOUIS *Globe-Democrat
and/or Post-Dispatch*
ST. PAUL *Pioneer Press*
SEATTLE *Times*
SPRINGFIELD *Republican*
SYRACUSE *Post-Standard*
WASHINGTON *Star*

LOCAL INTEREST

unmatched among national magazines!

That's the secret of METRO'S amazing readership

Would you rather read an article about the school you went to—or one about a school 3,000 miles away? Would you rather look at pictures of friends—or of strangers? Yes, of course, you're most interested in things and people you know!

National magazines, by their nature, can run pieces of special interest to you and your neighbors only *once in a while*. Metro, *locally edited* by 27 different publishers, can do it—and *does* it—week after week!

That's why people read Metro's pages so intently. That's why more people read your ads in Metro!

The FOCAL FEATURES are LOCAL FEATURES!



MARYLAND, HIS MARYLAND. Once in a while this Baltimorean sees pieces about Baltimore or Maryland in this or that magazine. But *every week* he sees them in Metro. Salmon-fishing in Oregon may be photogenic, but Chesapeake Bay sea food—that's his dish! Metro is locally edited for this man's family!



HE'S ALL FOR ST. PAUL. National politics interest him, sure, but so do Minnesota affairs. He sees picture stories of *both* in Metro—because in St. Paul, Metro is locally edited to interest *him*. It's this local interest that makes editorial *and* ads in Metro so sensationally well read.



EUCLID IS GREEK TO HER—but not Euclid Avenue, Cleveland's main drag! This Cleveland housewife is vaguely interested in things foreign, but she's *immediately* interested in things Cleveland. She reads Metro cover-to-cover—including the ads—because in Cleveland's edition of Metro, she sees things that are close to her.

MIGHTY
Metro
THE WORLD'S LARGEST
MAGAZINE AUDIENCE

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices for
Metro Magazines and Metro Comics
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • LOS ANGELES



COMBINATION OF SHEET-FED GRAVURE PRINTING on sparkling Foilene makes an attractive package for the Pinwae home permanent wave manufactured by Gini Products, Inc. Printed in four colors—gold, red, white and black—the gravure printing gives sharp, clear lettering which insures prompt brand identification. The carton was manufactured by the Robert Gair Co., Inc.



PROX, A NEW POWDERED LAUNDRY BLEACH, makes its market debut in a vivid four-color and varnished clay-coated carton. The reverse tuck carton holds five envelopes, each containing enough bleach for from one to five 9-pound washes. Colorful counter display adds merchandising punch. The American Coating Mills, Division of Owens-Illinois Glass Co., created the package.



NEW LABELS for the G. Kreuger Brewing Company's "Finest" beer and cream ale packaged goods lines make their initial appearance after months of research and color tests. K-Man trademark dominates the designs and neck labels. Lippincott and Margulies were the designers.

Packaging to Sell



PROTECTION DELUXE is given to Harmony House Foam Latex Pillows packaged in printed Pliofilm pouches. The packages can be roughly handled without fear of ripping or tearing the wrappers off. Prospective customers may take the pillows in their hands, get the feel of them, and yet the pillows remain clean and fresh. Fabricated by Milprint, Inc.



which one is the most appealing?

Question any group of men, and chances are that you'll get a few votes for each of these ladies.

But an *advertiser's* choice is clear. The lady in the upper left corner is the most appealing to him.

For she's married and has a family—despite the fact she's a mere 23. She'll be buying for years to come—and buying the brands she gets to know *now* while she's young and open-minded.

One magazine delivers this great young married market—this magazine is *Modern Romances*.

77% of the 3 million women who read *Modern Romances* are married, and of these, 73% have children. Their median age is 23, and, what's more, 9 out of every 10 *Modern Romances* readers are in the free-spending, under-35 age group.

Advertisers everywhere know the importance of reaching young married women. And *Modern Romances* brings you right into the youngest married market of them all!



Get the whole story from

modern romances

America's Youngest Married-Woman Audience

DELL PUBLISHING COMPANY, INC. • 261 FIFTH AVE., NEW YORK 16, N. Y.

NOVEMBER 1, 1950

Any SALESMAN
WILL SELL MORE ...



WITH A
Zipmaster[®]

THE PERFECT SALES KIT
COMBINES A RING BINDER DISPLAY UNIT WITH HANDY ZIPPER CASE
Attracts and holds prospect's attention by setting up sales material at a 30° angle when he is standing, or a 60° angle when he is sitting. Two pockets hold order pad, circulars, etc. Weatherproof zipper closure.

* Also 100% of other items.

SEND FOR FREE FOLDER

Sales Tools, Inc.
1224 West Madison Street
CHICAGO 7, ILL.

Gift Deluxe...



Direct FROM FLORIDA

CHOICE FRUIT—BEAUTIFULLY DECORATED

ORANGES—GRAPEFRUIT

The gift of gifts for Holidays, Birthdays, Anniversaries and all Special Occasions. Basket brimming with Florida's finest tree-ripened, sun-sweetened oranges and grapefruit. Specially selected and festively decorated with shining cellophane, mouth watering Kumquats and Holly.

PACK NO. 3—60 lb. Bushel \$5.85

PACK NO. 4—30 lb. 1/2 Bushel . . \$3.50

Crate Pack Deluxe No. 20—90 lb. \$8.25

ORDER NOW . . . EXPRESS PREPAID

Add 35c per bu. and 25c per 1/2 bu. for shipments West of Miss. River.

Write for illustrated color folder

FULTON'S CITRUS FRUIT GROVES

Dept. 5M, Silver Lake-Leesburg, Florida
Licensed and Bonded Shippers

MONEY BACK GUARANTEE

Which Salesmen's Auto Pay Plan Is Best ?

Own your salesmen's auto fleet? Lease it? Or pay salesmen a mileage allowance to run their own cars? Four experts state their views. But you'll still have to tailor your plan to fit the conditions under which you operate in your own areas.

There is no one best plan for the ownership of salesmen's autos. For confirmation, we refer you to the four automotive engineers who addressed a recent meeting of the Metropolitan Section, Society of Automotive Engineers, in New York City. Their views are summarized as follows:

LEASED AUTOS (Part I)

"Can you answer the bosses' questions," asked Howard L. Willett, Jr., executive vice-president, The Willett Co., Chicago, truck and auto leasors, "about leasing vehicles?"

"Is leasing cheaper? If a company will set up a motor vehicle department, hire a competent automotive engineer, invest in personnel and equipment necessary to do an A-1 job of purchasing, accounting, servicing, plus an A-1 job of using the equipment, then there is no reason why there should be much, if any, difference between lease rates and fleet costs.

"There are no longer secrets to motor vehicle engineering, purchasing, depreciation, servicing, preventative maintenance and so on, due in good part to the [Society of] Automotive Engineers. . . . Thus, the 'lessor' fleet operator doesn't have any secrets at his command which will produce lower costs . . . the only difference then being the profit demanded by the leasing company.

"Our company comes under the I.C.C. rules for accounting and therefore our statements including profits are a matter of public record. Our company profit doesn't exceed 10%. As a matter of fact, I totaled it up and in the past 10 years it was exactly 6.16%.

"Assuming that you and I were both going to do exactly the same job and pay exactly the same price for every component, then our charges to you would be about 10% higher

than your costs. This 10% would represent our profit. This would be the very worst figure at which you could be expected to arrive, because the chances are we would find some savings along the line somewhere.

"However, if the company doesn't install a complete automotive department it is headed for trouble. . . .

"We can say of annual automobile leasing that under 12,000 miles per year it is cheaper for the company to do it and over 40,000 miles it is cheaper to lease. Now, just where the break-even point comes between 12,000 and 40,000 miles depends on the individual situation.

"If leasing is more expensive, why does anybody use it? One of the answers . . . is in release of capital investment. Some companies have so much money they don't know what to do with it . . . many other companies have profit-making improvements . . . which are just waiting for an opportunity to go into action. To these companies the release of capital investment really means something."

LEASED AUTOS (Part II)

Benefits to the user of leased passenger cars, according to David Spielman, president, Transportation Vehicles Inc., and a large Chevrolet dealer in New York City, are quickly enumerated. They are:

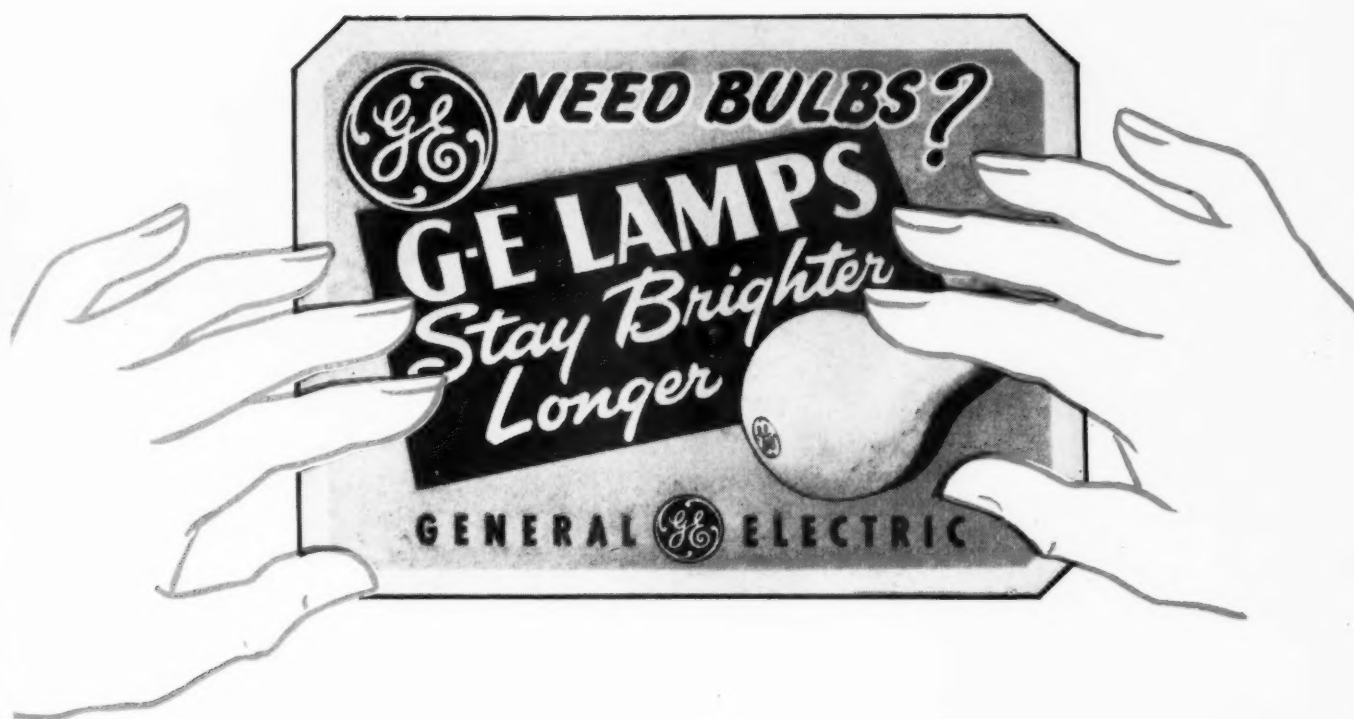
1. Neither the company nor the salesmen waste time in obtaining cars, especially in a tight market. Neither is time wasted shopping for a trade-in.

2. The company gets a new car with just the desired amount of equipment; no "loaded" cars.

3. If a car is wrecked, the lessor handles details of establishing the claim.

4. Cars are delivered to any part of the nation—and in the salesman's choice of colors.

SALES MANAGEMENT



Mystik Gets it up!

... and up go sales!

* When we print your ad on "self-stik" MYSTIK, it's ready to be put up with a touch. That means more point-of-sale advertising . . . less waste. And MYSTIK gets the best spots . . . cash registers, counter tops and fronts, store doors or right on your product.

We will print and die-cut MYSTIK to give you attractive and useful point-of-sale plaques, shelf strips, two-way door signs, product identification and price labels, can and bottle holder plaques and projection displays.

MYSTIK is just part of CHICAGO SHOW Printing Company's full line of point-of-sale services and merchandising aids from a creative art department to complete facilities for printing, lithographing and distribution.

FREE—Write for sample and new book, "39 Ways to Use MYSTIK." Also idea book on cardboard and other displays of every kind.



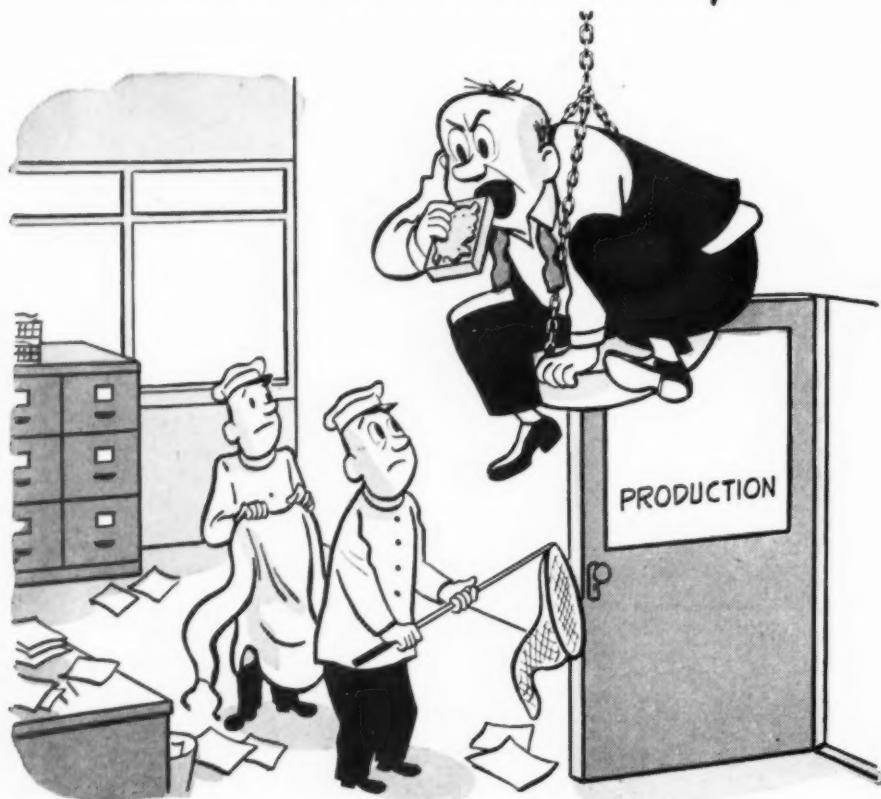
*Self-Stik
Point-of-Sale
Advertising*

REPRESENTATIVES: A few choice territories still available. Write for information.

CHICAGO SHOW PRINTING COMPANY • 2660 NORTH KILDARE • CHICAGO 39, ILLINOIS • IN NEW YORK 400 MADISON AVE.
OFFICES IN PRINCIPAL CITIES

NOVEMBER 1, 1950

Deadlines need not do this to you!



Delays on the job will always put you smack up against deadlines. But you can relax and take 'em in stride when you use the speed of Air Express. Electrotypers, engravers, printing houses, ad managers and agency men rely regularly on the world's fastest transportation method to give them more time. This way they can do a better job.

Air Express goes on every flight of the Scheduled Airlines. This means overnight service coast to coast and border to border. And speeds up to 5 miles a minute. It's convenient, too. You get special pick-up and delivery at no extra charge! Rates are low. 10 lbs. of printed matter goes 500 miles for \$1.98; 20 lbs. for only \$3.11.

Air Express gives you all these advantages:

World's fastest transportation method.

Special door-to-door service at no extra cost.

One-carrier responsibility all the way.

1150 cities served direct by air; air-rail to 22,000 off-airline points.

Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

5. Salesmen have new cars every year; that gives them pride of possession.

6. A new car each year helps a company attract higher caliber salesmen.

7. Company is protected against padded expense accounts from salesmen who would cheat on a mileage allowance.

8. A company has no capital invested.

Leasing companies have certain advantages over manufacturing companies in car ownership. A leasing company usually is granted the right by the Treasury to depreciate its cars faster than a company operating its own fleet.

LEASED AUTOS

(Part III)

The author of a just published book, "Automotive Transportation in Industry," Samuel J. Lee, Fleet Management Corp., Chicago, reviewed leasing from the management point of view.

"Leasing companies," Mr. Lee pointed out, "like to tell their story to presidents because they understand money."

"Leasing is financing. A fleet can be purchased with only one-third cash down with the balance financed by loans. That's the way fleet owners buy."

All automotive costs are tax deductible, Mr. Lee reminded his audience, with the exception of depreciation.

Leasing enables a company to hire salesmen for their qualities as salesmen, not because they have a good car, according to Mr. Lee.

On the other hand, the most economical method of auto operation is company ownership — if there is proper use.

Mr. Lee's book goes into detail on every phase of fleet operation.

COMPANY-OWNED AUTOS AND TRUCKS

The fleet staff of Standard Brands, Inc., New York City according to Harry O. Mathews, manager, fleet operations, is concerned with passenger cars for salesmen, route trucks, medium duty trucks for haulage to local distributors, and heavy duty, over-the-road trucks.

Standard Brands operates 1,000 passenger cars in 48 states, with the company having from a single car to as many as 25 in one location.

Mr. Mathews set forth this checklist of Standard Brands' operations:

1. Buy new cars only with a pre-

determined trade-in. Formerly, each salesman bought his own car after securing three bids.

2. Eliminate repair shops.

3. Install preventative maintenance schedule. Drivers must take their vehicle to an authorized dealer and get specified maintenance done whether or not the driver thinks it is required.

There is just one thing wrong with leasing Mr. Mathews declared: "The rate." It would cost, he stated, between \$15 and \$18 per car per year above the company's present costs to

lease. That would be some \$180,000 on the present 1,000-car fleet.

Administrative costs must be maintained by a company anyway, Mr. Mathews pointed out, even when a company leases, just to check on the leasing arrangement. In the case of Standard Brands, car cost accounting is handled as part of the company's regular accounting.

Standard Brands is self-insured for fire and theft.

Volume rates, according to Mr. Mathews, must be adjusted to make leasing attractive to Standard Brands.



Motorola's TV Party Draws Employees Closer

If you were a factory employe turning out *radio* sets in Quincy, Ill., far away from the nearest television transmitting station, you could be excused if you felt slightly frustrated when people talked about the beauties of TV. That's how employes in the radio plant of Motorola, Inc., felt until one exciting week recently.

As an imaginative program for community and employe relations, Motorola's president, Paul Galvin, decided to stage a real-life TV show right in Quincy, Ill., and demonstrate Motorola's sets so that these radio employes would feel that they are part of one of industry's TV Big Four (RCA, Admiral, Philco, Motorola).

Envisioned as only a local affair, the three-day show (August 15-17) snowballed into a spectacular regional event. More than 15,000 people came to Moose Hall where TV cameras were set up in one room with Motorola's receivers in another. Thousands of people stood in line to get their first peek at TV.



Trade show exhibits and traveling displays pay dividends only if they reach their goal on time, in perfect condition. Assure quick, safe delivery—ship your exhibits "first class" . . . in North American padded vans.



Display Moving Brochure FREE!

See classified phone book for nearest North American agent, or write us. It pays to use NAVL on all long-distance moves: household goods, office or plant equipment. Costs no more to enjoy superior NAVL service.

NORTH AMERICAN VAN LINES, Inc.
Dept. SM6 P.O. Box 988
Fort Wayne, Indiana



America's Leader in Long-Distance Moving

North American VAN LINES, Inc.

Motives That Move Industrial Buyers

Sales engineers must be as skilled in the recognition of buying motives as they are in manipulation of slide rules. Here are reasons people buy—and prefer your product.

This checklist was compiled by the Sales Training Unit of The City College of New York for use in the new "Salesmanship for Engineers" course (See SALES MANAGEMENT, Oct. 15, 1950, page 152; "Real Sales Training for Engineers: How Can You Obtain It?").

To Buy a Product?

1. Efficiency
 - a. Performance
 - b. Practicability
 - c. Increased capacity
2. Economy
 - a. In money
 - b. In use or operation
 - c. In time
3. Quality
 - a. Good materials
 - b. Good workmanship

4. Speed
5. Strength
 - a. Toughness
 - b. Resistance to shock
 - c. Resistance to vibration
6. Durability or endurance
7. Protection from loss
8. Dependability or reliability
9. Accuracy
10. Uniformity and stability
11. Low maintenance cost
12. Simplicity
 - a. In construction
 - b. In operation
 - c. In application or assembly
13. Standard type
14. Time saving
15. Increased salability of the user's product
 - a. Greater desirability added
 - b. New selling point added
 - c. Collateral advertising

- d. New applications added
16. Ease of operation
 - a. Easier handling
 - b. Greater convenience
 - c. Handiness
 - d. Light touch
17. Increased profits
18. Light weight
19. Greater power
20. Space saving
 - a. Compactness
 - b. Ease of storage
 - c. Folding or deflation
21. Adaptability
22. Labor-saving
23. Availability or accessibility
24. Obsolescence
 - a. Need of improvement
 - b. Need of replacement
 - c. Need of additions
25. Automatic operation
26. Increased output
27. Safety
 - a. To employees
 - b. To clients and customers
 - c. Avoiding claims
 - d. Lower insurance rates
28. Purity
29. Conformance to specifications
30. Adjustability
31. Cleanliness
 - a. In plant
 - b. In user's product
 - c. Of workman
32. Elasticity or pliability
33. Quiet operation
34. Ease of repairing
35. Portability

To Buy Your Product?

1. Completeness of stock
2. Offer of free service
3. Availability
 - a. Parts and replacements
 - b. Quick delivery
 - c. Goods in stock
 - d. Convenience
4. Completeness of line
5. Reputation in trade
6. Reciprocal patronage
7. Better prices and/or discounts
8. Monopoly
 - a. Natural
 - b. Patent
 - c. Exclusive rights
9. Financial or managerial connections
10. Friendships
11. Past services rendered
12. Research and pioneering
13. Improvement over competition
14. Co-operation in solving problems
15. Liberal credit
16. Trade-in allowance
17. Credit standing
18. Continuous supply
19. Quicker delivery
20. Quick repair service
21. Availability of information
22. Collateral advertising and sales promotion



HELP COMING

FOR ALERT SALES MANAGERS

4,250 U. S. and Canadian Sales Managers each week provide their salesmen with our new, practical selling ideas.

Positive proof that salesmen want and need help: "**Robert Palmer Corporation has helped my selling**" . . . a direct quote from 82% of the salesmen regularly receiving Robert Palmer Corporation material.

Put these ideas to work for you today. Write or wire

ROBERT PALMER CORPORATION
SALES COUNSELORS

521 Fifth Avenue
New York, N. Y.

El Presidio
Santa Barbara, California.

20 E. Jackson Blvd.
Chicago, Illinois

Field Representatives from Coast to Coast

Worth Writing for . . .

Booklets, Surveys, Market Analyses, Promotion Pieces
and Other Literature Useful to Sales Executives

New York State . . . Leader in Business Growth:

Charts and tables published by *New York State Commerce Review*, showing that New York's increase is greater than the total in most of the other 47 states. For example, it had an increase of over 15,000 manufacturing firms between 1939 and 1947, while only three other states had a total of 15,100 firms in 1947. Similarly, New York's eight-year increase in production workers was greater than the 1947 total in each of 40 other states. Its increase in value added by manufacture was greater than the total in each of 44 other states, and its increase in the number of all types of business firms (1944-49) was greater than the 1949 total in each of 36 other states. Write to Harold Keller, Commissioner, New York State Department of Commerce, 112 State St., Albany 7, N. Y.

Salesmen's Autos: A booklet, "The Four Wheels Plan," presents a plan for eliminating mileage allowance problems: how to do away with worries about investment, depreciation, maintenance, repairs, replacement, insurance, licensing costs, delivery to point of use, inequities in mileage payments. Write to A. J. Schoen, Four Wheels, Inc., 6116 N. Western Ave., Chicago, Ill.

Report of the Plumbing and Heating Business in Chemung County, N. Y.: Prepared for *Plumbing & Heating Business* by A. S. Bennett Associates, Inc., it offers a complete profile of the firms engaged in selling and installing plumbing or heating systems in this area. Data classify contractors by type, character of work and volume; break down their gross income according to categories of work; show tool,

equipment and inventory totals. Business-getting procedures are tabulated, also preferences of dealers for various types of manufacturer sales aids. Findings show influence of contractors on brand selection and the types of modern equipment they install. A supplement to the report gives a selection of statistics applying to plumbing and heating contractors in the area who employ two or more mechanics. Write to Herbert Walther, General Manager, *Plumbing & Heating Business*, Grand Central Terminal Bldg., New York 17, N.Y.

The Ice Cream Industry: *The Ice Cream Review* is sending out a booklet, "Your Answers About the Ice Cream Industry" which should be a helpful supplement to ice cream data files. Compiled by International Association of Ice Cream Manufacturers, it includes the history of ice cream and pertinent facts about its caloric value compared with other popular foods, its economic importance, farmers market, total milk used annually by the ice cream industry in billions of pounds for its cream and milk solids, relation of monthly production to yearly production of ice cream and milk, and the distribution of ice cream by type of outlet all stores. Write to Peter Olsen, Assistant Secretary and Promotion Manager, *The Ice Cream Review*, 1445 N. Fifth St., Milwaukee, Wis.

"Producing Your Film:" A booklet put out by Atlas Film Corp., it tells how films with a specific purpose can be presented, covering these subjects: audiences, television, planning, shooting, sound equipment, laboratory, color printing, editorial, slide film. Write to F. Barber, Advertising Director, Atlas Film Corp., 1111 S. Boulevard, Oak Park, Ill.

MEMO to Space Buyers

WHEN THE CHIPS ARE DOWN —

There's only one fool-proof way to spot the magazine that gets intensive readership. Check the volume of its mail order lineage. Advertisers who key their copy to check actual sales don't spend their dough in books that can't produce profits—but fast.

The V.F.W. magazine has been making money for hundreds of mail order clients. You can't ask for better proof of high level readership.

WRITE TODAY FOR FREE SAMPLE
COPIES OF LAST THREE ISSUES

V.F.W. MAGAZINE
(Formerly Foreign Service)

Don B. Jesse, Jr. & Associates, Inc.
Advertising Directors
10 East 43rd St., New York 17, N. Y.

STEP UP SALES
with this *Unusual*
PACKAGE



Catch the feminine eye with this novel re-use package and watch your sales zoom. Durable, fashioned from vinyl or polyethylene, these colorful plastic draw-string bags are new, different. Perfect for packaging toilet soaps, bath salts, cosmetics, bathing suits, food products, etc. Available in variety of colors with contrasting draw string. Can be furnished in sizes to meet your needs.

Write or wire for samples and prices

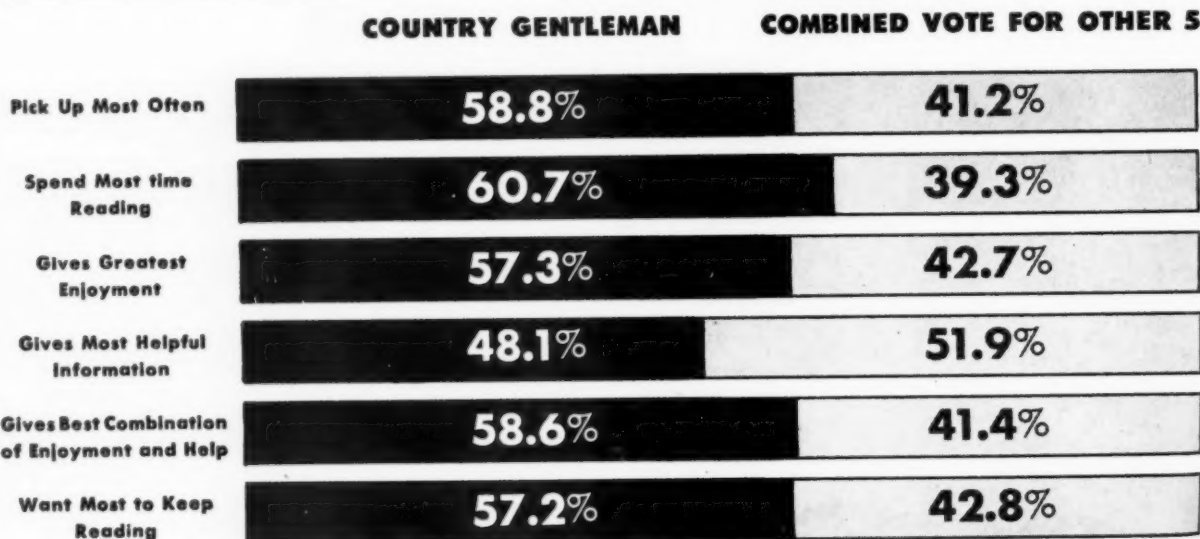
The SILLCOCKS-MILLER Company
Pioneers in Plastic Fabrication since 1910
15 W. Parker Ave., Maplewood, New Jersey

Most Penetrating Survey of Country Gentleman has

COUNTRY GENTLEMAN HAS GREATER IMPACT THAN THE OTHER FARM MAGAZINES

To determine preference, 6 different questions were included in the survey. Country Gentleman was overwhelmingly rated first over the 5 other farm magazines surveyed:—

FARM JOURNAL • SUCCESSFUL FARMING • CAPPER'S FARMER • PROGRESSIVE FARMER • FARM & RANCH-SOUTHERN AGRICULTURIST



*The best people in the Country
turn to Country Gentleman*



SALES MANAGEMENT NOV

Farm Magazine Readership Ever Made . . . Shows Why

GREATER POWER TO MOVE PEOPLE

GREATER POWER TO MOVE GOODS

ADVERTISERS have discovered in recent years that Agricultural America is the *nation's richest source of profitable new sales*. How farm magazines compare in selling power has now assumed major marketing importance.

Circulation is one important measure—and Country Gentleman *alone*, reaching 2,300,000 prosperous families at the lowest milline rate in its field, provides efficient coverage of the best farm customers throughout the national market.

But a magazine's circulation must be evaluated in *relation to its impact*—for the advertiser's objective is to obtain numbers of people *who are impressed by a message*.

What happens after a magazine enters the home? How is it read? What does it do for readers? How do they compare it with other magazines they receive?

A New Measure of Impact

Dependable answers to these questions about Country Gentleman have been found in one of the most extensive, penetrating and scientific studies of reading habits ever made in the magazine industry. It was

conducted by the distinguished probability-sampling experts of National Analysts, Inc.

They developed the best cross-section of *all Country Gentleman homes* that modern research can provide. Personal interviews in depth were made with 1,157 men and 1,258 women household heads in 1,362 subscriber families, selected by the list-probability method from the total subscription list.

A Re-Confirmation of Leadership

The survey proves what many an advertiser has long sensed about Country Gentleman and explains why it has enjoyed for so long its present position of leadership: 1st among farm magazines—12th among *all* magazines—in advertising revenue.

The findings reveal that: (1) Country Gentleman is read regularly by 90.7% of the *men*, 94.4% of the *women*; (2) an issue is returned to for reading 5.2 times by *men*, 5.5 times by *women*; (3) an issue is read 3 hrs. 19 min. by *men*, 3 hrs. 13 min. by *women*; (4) every major editorial item in issue surveyed had been seen in 65% of homes; (5) 6 out of 10 *men and women* get useful ideas from it, and most can recall specific ideas; (6) 96.2% of families *read the advertising*, and most get useful ideas from it and can recall specific ideas. And *they overwhelmingly prefer Country Gentleman* to the other farm magazines, as the table at left shows.

That is why good advertising placed in Country Gentleman gets better attention—and better results.

See full story of results and survey details. Ask your Country Gentleman representative to show you presentation titled "After the Mailman Leaves."



Country Gentleman

THE MAGAZINE
FOR
BETTER FARMING
BETTER LIVING

How About Video For Utility Companies?

By TERRY ARMSTRONG

Fifteen case histories reveal a variety of program formats used by gas and electric companies. Home service shows, news and weather reports, and filmed dramatic offerings — they're all building goodwill for their utility sponsors.

Television, several utility companies have discovered, is a top medium for making the public more appreciative of their services and contribution to better living—even to community progress and welfare. Such appeals as low cost of service, labor-saving devices, improved conveniences, some companies report, have been put across with an impact heretofore undreamed of.

Just how are the TV pioneers among the utilities using this youngest of advertising mediums?

As a starter let's look at the activities of one of the most important ones in the east—Consolidated Edison Co., New York City. The company uses

the "community service" approach. All told Con Ed sponsors 17 television presentations a week through two programs—a weather report and a news report.

Despite the nature of these programs neither can be termed prosaic—each is outstanding in its program classification. The weather report, for instance, features personable Tex Antoine, weatherman extraordinary in that he is also a skilled cartoonist. A cartoon character, Uncle Wethbee, plays straight man for Tex and his facial expressions reflect the weather as forecast.

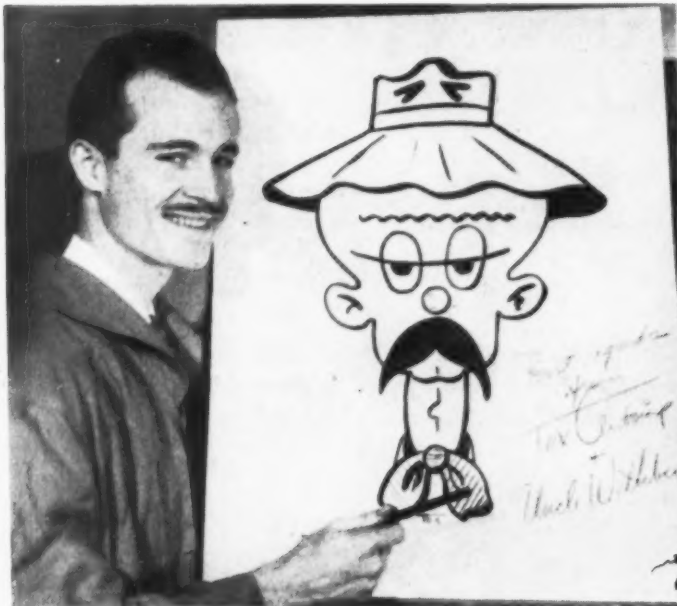
Using a weather map and crayon, Tex gives his audience an illustrated

account of weather developments. Throughout he employs simplified readings—no terms such as isobars and isotherms are allowed to creep in to confound his audience.

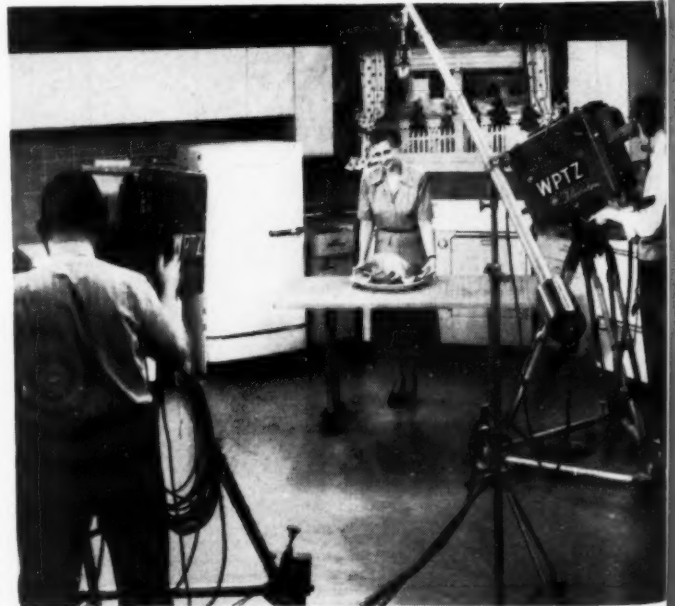
Chief advantage of the program is that it is a habit-forming one in that it invites viewers to trace the development of the weather from day to day. Proof that the program fascinates a large segment of the public is in its growth of popularity within the one year it has been on the air. Week after week the number of letters from amateur forecasters asking for information about weather steadily mounts.

After the first few months the company hit upon a device to answer most of the requests it received. This is a chart which not only illustrates air movements and explains pressures, the effect of one air front upon another, but also defines weather terms and explains operations of various weather instruments. The chart is being widely used by schools and has been offered to TV viewers upon post card request.

Two types of commercials — both graphically illustrated and explained by Tex Antoine — are used alternately on the weather program. The first demonstrates the low cost of electricity and gas in terms of appliances in use in the home. The second is the policy-type commercial. This commercial may treat with the varied skills required of Con Ed employees or may touch upon such a human interest topic as the electric power required to illuminate a ball park or



SERVICE IS THE WORD FOR IT . . . gas and electric utilities have been quick to grasp television as another means of personalizing their service type of sales appeal. Philadelphia Electric does it with



cooking demonstrations (right) and Consolidated Edison (New York) lets its cartoon character, Uncle Wethbee help Tex Antoine interpret daily weather forecasts. The customers seem to like informality.

Greyhound puts the salesman . . .



at the Spot
for the Sale!

ON TIME! RELAXED! AT LESS COST!

Good timing is important in making any sale—and Greyhound schedules are geared to put your salesman *at the right spot, at the right time!*

Whether your sales territory includes major cities, or small towns and "in-between" communities, Greyhound offers your men fast, flexible highway transportation anywhere . . . with the added advantages of *dollar-saving fares, complete freedom from driving strain and parking problems.*

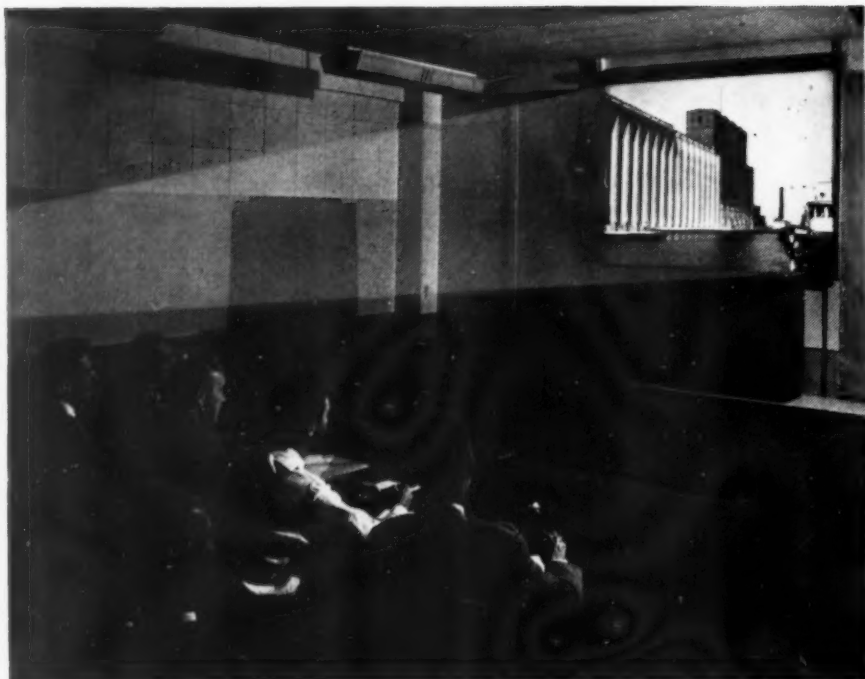
CHECK THIS LIST OF WAYS GREYHOUND SERVICE CAN HELP YOUR MEN TO SELL

- ✓ Fast, flexible schedules to and through your sales area
- ✓ Money-saving fares anywhere—with extra savings on round trips
- ✓ Opportunity to reach more places, make more sales calls per day
- ✓ SuperCoach comfort—with time for relaxation, paper work on the road
- ✓ Full freedom from driving strain, traffic trouble, parking bother
- ✓ The convenience of a company car—without maintenance, mileage costs



GREYHOUND

NOVEMBER 1, 1950



General Mills salesmen viewing film in projection room.

FILMOSOUND used by General Mills

THOMAS W. HOPE, Film Department,
General Mills, says:

"We have used Filmosound projectors for many years in our projection booth and at many locations. A number of our salesmen use Filmosounds for showing films at sales meetings."

General Mills puts movies to work, using them very successfully in selling Formula Feeds, giving product information, expressing company policy and educating employees.

To be most effective, industrial films must be shown unobtrusively with maximum brilliance and with full, natural sound. That's why progressive leaders in American industry choose Filmosound.

Write today for more information on Bell & Howell projection equipment, precision-built for industry's needs, and for our new booklet, "Free Film Sources."

Single-Case Filmosound. Weighs only 35½ pounds—easy for your salesmen to carry. For 16mm sound or silent film. New Super Proval lens gives sharper pictures than ever!

Guaranteed for life. During life of the product, any defects in workmanship or materials will be remedied free (except transportation).

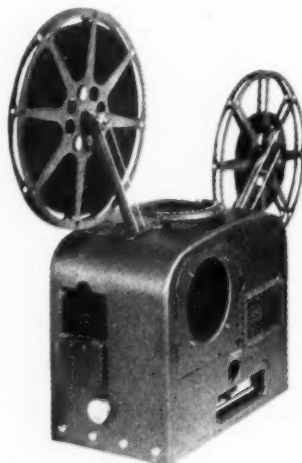
You buy for life when you buy

Bell & Howell

7190 McCormick Road
Chicago 45, Illinois



Donald E. Lovell, operating Filmosound in General Mills projection booth.



athletic stadium when nightfall overtakes a sporting event. Such cases are presented to point up the fact that Con Ed technicians and engineers must always plan far in advance to make sure that plenty of electricity will be available wherever and whenever it is needed.

Tex and Uncle Wethbee appear over WNBC, New York City, Monday through Friday 6:55 to 7:00 P.M. Time costs amount to approximately \$300 per telecast.

Consolidated Edison's news report program "Telepix" is telecast over WPIX, New York City, Sunday through Friday at 6:30 P.M. and again at about 11:00 P.M. The program invites the public to "See What Happened Today-Tonight." That's the signature which opens each presentation and in order to keep faith with that slogan an unprecedented system of news coverage via camera has been established.

Behind The Scenes

Telepix has its own staff of motion picture photographers who have the use of special cars and even planes to get them to and from their news assignments. A battery of laboratory technicians stand ready to develop the films as they arrive and an editorial staff picks up where they leave off—selecting, cutting and providing commentaries to suit each story.

Filmed stories received as late as 4:30 in the afternoon may be processed through—from laboratory, editorial desk to trial run with commentaries by newscaster John Tillman—and be ready to appear on the screens of home receivers by 6:30 P.M. The popularity of Telepix lies in its up-to-the-minute coverage of local news events. In other words, it can present a pictorial account of an event within a few hours of its happening, and because of this has a number of important news "Scoops" to its credit.

The sponsor employs two filmed commercials, one in the middle and one at the end. The middle commercial may treat with such subjects as importance of good lighting for safety, various employees and their respective duties, and the Con Edison expansion program. The closing commercial is a 20-second, semi-animated cartoon type which illustrates the low cost of electricity in terms of everyday home appliances.

The program is on the air eight minutes at a time on weekdays and 10 minutes on Sundays. A little longer period is allowed for the Sunday presentations inasmuch as these

SALES MANAGEMENT

are in the nature of weekly news roundups.

Utah Power and Light Co., Salt Lake City, is another organization which is sponsoring not one—but two television shows. Two years ago Utah Power and Light began presenting "Better Living Electrically" over station KDYL-TV. The company does not sell electrical appliances and for this reason the vehicle is devoted exclusively to selling women the advantages of cooking by electricity. It is a "live" show and consists of a cooking demonstration by a representative of the company's Home Service Department. "Better Living Electrically" is a half-hour program appearing Friday afternoons and on a 52-week basis time charges amount to only \$60 per telecast.

Pleased with the following this program has developed, Utah Power and Light on October 5 undertook the sponsorship of the "Electric Theater," a program which features motion pictures which have been Motion Picture Academy Award winners and other film fare of high quality. The show is telecast over KDYL-TV Thursday evenings from 8:30 to 10:15.

What the entire cost of this TV venture will be cannot be determined at this early date as the film features vary in price. However, the cost of the station's evening time segment for each show amounts to approximately \$300.

Commercial Theme: Economy

The commercials of the "Electric Theater" are pointing up the low cost of power and service and the fact that the company can produce plenty of power for peace or war requirements.

Another utility company which has expressed its enthusiasm for TV by sponsoring two shows simultaneously is the Consolidated Gas Company of Baltimore. In fact, this company has established a record as a TV advertiser. Since October 1947, when station WMAR-TV went on the air Con Gas of Baltimore has been sponsoring "How Well Do You Know Baltimore," a quiz program.

The format calls for a 15-minute film evening show complete with Quizmaster and 12 visual questions involving either some well-known local personality, or some location Baltimoreans should recognize. The commercial comes in the form of a thirteenth question directly concerned with the operation of the Gas and Electric Company. An award of \$5 is given each week for the best question submitted, and the answers to

quiz questions are given at the end of the program so each 15 minutes is a complete package. Material for the vehicle is provided by the WMAR-TV film-newsreel department, one of the few complete film units maintained by individual stations.

Consolidated Gas Company of Baltimore followed up its initial TV venture with a strictly service program over WMAR-TV. Called the "Homemakers' Roundup," the show has been telecast direct from the company's Home Service Bureau kitchen Tuesday afternoons at 2:30. That Baltimore housewives are very much on the alert for new cooking ideas and seasonal suggestions have been evidenced by the soaring number of letters and telephone calls for recipes and menus used on the program.

Demonstrations Popular

A considerable number of the utility companies have shown a preference for the cooking demonstration type of program. Its selection, it may be surmised, has been determined by the fact that home cooking accounts for a vast proportion of the consumption of gas and electric power. In addition, the preparation of foods is considered the number one chore of the housewife. Thus, because it provides a pictorial method of showing the ease with which excellent meals can be prepared, this type of program is practically assured an audience.

For the past year Southern California Gas Co. has been a participating sponsor on a home service show telecast over station KTLA, Los Angeles. The company selected a vehicle which features Corris Guy, well-known West Coast home economist. As Miss Guy began her activities with KTLA on "The Happy Housewife" program way back in 1947, she already had a large and well established following. Her present program called "Tricks and Treats," brings to women not only recipes for tempting dishes but myriads of labor-saving hints with which to increase the efficiency of kitchen operations.

Southern California Gas Co. at the present time has a 26-week contract with station KTLA. Time charges for a one-third participation in the 15-minute show amounts to \$150 for each presentation.

"Television Kitchen," the program of the Philadelphia Electric Co. has been telecast over station WPTZ for 13 months. Featuring Florence P. Hanford, the company's home economist, the program subtly sells electricity and electric appliances while

PRODUCERS • CREATORS SLIDE FILMS & TRANSPARENCIES

Color • Black and White

Here's "Individualized Service", tailored to your most exacting requirements. Whether your need is slide duplication alone, or the whole job from original art to a finished sales, training, TV, or educational program, Cineque experts do the job quickly, accurately. Cineque's laboratory capacity of over 12,000 slides or 25,000 feet of film strips daily means speed and economy for you. No order too small... None too large. Completely modern automatic processing equipment. Masters made from original photos, art, or transparencies. Art, Photo, and Copywriting Service available.

35mm
SLIDES,
FILM STRIPS

Specialists in
Quantity
DUPLICATIONS

SLIDE
MOUNTING
Glass or Readymounts

Color
TRANSPARENCIES
Duplicated—all sizes

OVER 50,000,000 SLIDES PRODUCED

Write, Phone, or Wire for Further
Information and Quotations

CINEQUE Colorfilm LABS.

422 E. 89th Street, New York, N. Y.
SACramento 2-5837

Chicago Office: 30 W. Washington St. FI 6-4450

TANGIBLE SALES RESULTS when you Advertise in TSN



Inquiries from your TSN advertising will increase sales and cut sales time and costs. TSN sales leads give your salesmen direct buyer follow-ups.

More than 100,000 transportation industry buyers read TSN each month—buyers in all phases of transportation. This coverage enables you to sell your accepted transportation industry markets, and at the same time—and at no extra cost—explore other segments of these markets.

Write for factual data on how TSN can help you get a larger share of this buyers' market.

Transportation Supply News

State-Madison Bldg., 22 W. Madison St., Chicago 2, Ill.
122 E. 42nd St., New York 17, N. Y.
2404 W. Seventh St., Los Angeles 5, Cal.

it demonstrates and instructs in the latest cooking techniques. No direct selling is attempted on the program, but Miss Hanford's deft handling of her electric appliances and her casual comments on the cleanliness and convenience of electricity have had a telling effect on her weekly audience.

Today, the Philadelphia market with its more than 600,000 television homes, is one of America's leading television areas. Daytime programming is a regular feature on every station today, and few programs are better known in that area than PE's "Television Kitchen." Miss Hanford sends recipes of the items she prepares on each show to those who write to her. An average week sees some 1,300 letters pouring across her desk.

Oddly enough, "Television Kitchen" seems to have a fine following among the children in the Philadelphia area. A surprising number of recipe requests from youngsters is to be found in the program's weekly mail bag. One letter from an 11-year

old girl stated that despite her age she just loved to cook. And a local mother wrote that "Television Kitchen" is Hopalong Cassidy's strongest rival in her household.

The Philadelphia Electric Co. considers its WPTZ program the ideal medium for the mass promotion of electric cooking, and its policy of renewing contract after contract with the station indicates that it intends to stick with the newest of the advertising media.

Household Helpers

The Philadelphia Gas Works has been sponsoring a 30-minute home service program with a novel twist. The program, "Television Matinee," features leading chefs and restaurateurs who present tricks and short cuts to successful meals. During each of these informal interviews with WPTZ's producer-emcee, Roy Neal, a culinary expert reveals secrets of timing and preparation of ingredients in the creation of outstanding dishes and concoctions and demonstrates how imagination can increase the appetite appeal of a meal.

While the cooking guest busies himself on the kitchen-equipped stage, emcee Neal introduces his other guest of the day. This may be a woman golfer, the star of a legitimate play appearing in Philadelphia, or a Hollywood personality. For a change of pace he sometimes introduces people with unusual hobbies or occupations.

Another feature of "Television Matinee" is "Bride of the Week." This is a popularity contest staged weekly in some neighborhood in which a young woman is voted the most popular bride. She appears on the program, receives several prizes and is given an opportunity to win a Caloric gas range by writing a short statement about the range. One Caloric range is given to a lucky bride each month.

Commercials on the program are straightforward, relaxed and simple. No sensationalism is employed as the company feels that its appliances can do a good job of selling themselves through their performance, modern convenient features and beauty of lines. Indirect selling of gas as a consumer product is carried throughout the program.

Last January the Iroquois Gas Corp., Buffalo, launched its first TV venture over station WBEN-TV. This, too, is the cooking demonstration type of presentation and is telecast every Tuesday from 4:30 to 5:00 P.M. The program is titled "Meet the Millers" and features the preparation of many appetizing and

unusual dishes by a husband and wife team, with the husband acting as the master cook.

During the course of each telecast, three things are accomplished: (1) an institutional selling job on the use of gas; (2) an active sales pitch on a gas range; (3) a selling job on the Electrolux Refrigerator—both range and refrigerator being distributed by the company.

Proof that Iriquois Gas Corp. is pleased with the sales results and goodwill produced by the program is in the fact that it is now in its third 13-week cycle.

When the Potomac Electric Power Co., Washington, D.C., decided to tackle TV, it figured it would be sensible to continue association with Mrs. Elinor Lee whose radio program it had sponsored for eight years over station WTOP. In all, Mrs. Lee has been identified with home service programs for 14 years and is a popular radio personality in the Washington area.

Spots Do A Job

As its initial video venture Potomac Electric Power has purchased a one-minute spot on Mrs. Lee's new WTOP-TV program. Both live and slide presentation is used during the company's time segment. On a 13-week contract basis Potomac's experiment is costing only \$520.

Variety in programs seems to be the approach favored by The Oklahoma Gas & Electric Co., Oklahoma City.

From January 10 to April 4, 1950, the company sponsored a program called "The Girls" telecast over WKY-TV. A 30-minute show it was emceed by Jan Kessenich and Dodie Quinan, two local women with writing and radio experience. As the format of the program was that of a "living magazine," they acted as editors and presented stories and features of interest to all members of the family. These included ideas and comments on party planning, home furnishings, sports, civic events, hobbies and fashions.

In addition, visiting celebrities were frequently introduced to the television audience. On one occasion, while he was appearing with the Oklahoma Symphony, Andre Kostelanetz was presented as guest editor. During the commercial portions of the show "the girls" displayed and demonstrated such electrical appliances as electric toasters, blankets, corn poppers, steam irons and mixers. Both the station and the sponsor reported that the program produced an impressive amount of fan mail.

Heads Buda Company



R. K. Mangan has been named president of The Buda Company, Harvey, Ill., manufacturers of diesel and gasoline engines and other industrial equipment. Mr. Mangan and 261,580 other men of action throughout American business read The Wall Street Journal daily.

On September 17, Oklahoma Gas & Electric Co. undertook the sponsorship of "Story Theater," a series of film shows distributed by Ziv Television Programs, Inc., Cincinnati. The films are dramatizations of the works of such authors as Mark Twain, Henry James, Robert Louis Stevenson, A. Conan Doyle, Bret Harte and Oscar Wilde.

Commercials are the institutional type—brief talks by various company executives and employees about OGE's projects and activities. Illustrations of plant operations are sometimes presented and once in a while some household appliances are shown to emphasize the increasing use of electricity in the home.

"Story Theater" has a choice time segment—7:00 to 7:30 Sunday evenings over WKY-TV. Total cost to The Oklahoma Gas & Electric Co. of this television program on a 26-week contract amounts to \$7,215.

Recently, as a third experiment with the new medium, this company sponsored a 30-minute remote telecast of the big "open house" event held at its huge new power plant west of Oklahoma City. This, it is believed, is the first time that a tour of a utility power plant has been televised. While 11,000 people attended the "open house" in person it is estimated that 150,000 visited the plant via television. Total cost of this special telecast came to \$304—\$189 for time charges and \$215 for remote facilities.

Cultural Flavor

Several utility companies, by way of public service, are bringing the TV viewing public in their areas programs with a cultural flavor. Detroit Edison Co., for instance, is sponsoring (under a 26-week contract over WXYZ) half-hour film shows—dramatizations of great literary classics. This firm sticks pretty closely to commercials of an institutional character.

Cincinnati Gas & Electric Co. is utilizing as a TV vehicle a film dramatic show telecast over WCPO Monday evenings 7:30 to 8:00. The program was launched October 2 and is contracted to run for 26 weeks.

Since station WBNS-TV, Columbus, Ohio, opened in October 1949, Ohio Fuel Gas Co. has been sponsoring a 15-minute show titled "Looking with Long" which is telecast at 6:30 P.M. Monday through Friday. It features newscaster, Chet Long, who devotes a good portion of the program's daily time to a digest of the day's local news. Film coverage of some news events is included in each of the daily presentations. Both announce-

ments and commercials are alive. The company's continued sponsorship indicates satisfaction with it as a good will builder.

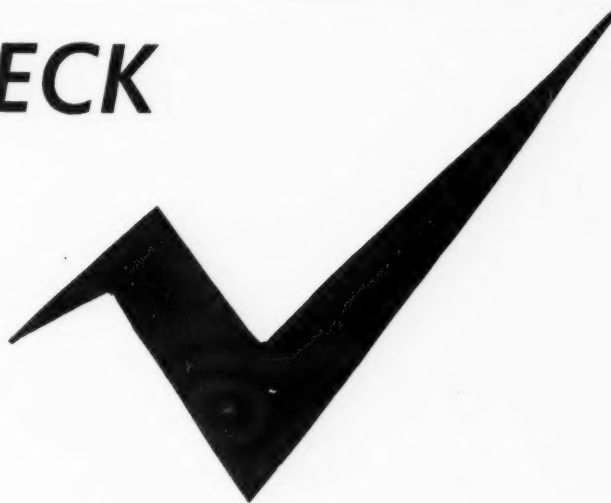
Reports from other areas throughout the country where TV facilities are available reveal that many more gas and electric companies are studying and testing various types of spots and programs in anticipation of starting television activities this fall.

It is estimated that there are 3,950 electric utility companies—and 1,107

gas companies* manufacturing various types of gas fuels for industrial and home consumption—in the United States today. As the proposed system of 2,000 television stations in 1,400 communities gradually materializes it is reasonable to expect that one of the largest (and most consistent) sponsor classifications in TV will be that of utility companies.

*(Exclusive of affiliated or power serviced independent companies).

CHECK



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- | | |
|-------------------|------------------------|
| ✓ WRITING STAFF | ✓ QUALITY CONTROL |
| ✓ PRODUCING STAFF | ✓ DEADLINE RELIABILITY |
| ✓ BUSINESS STAFF | ✓ FINANCIAL SECURITY |
| ✓ FULL FACILITIES | ✓ 37 YEARS' EXPERIENCE |

You've heard it before and you'll hear it again . . . "There's no substitute for experience!" An ever-increasing group of sales managers is learning that 37 years of Atlas know-how is an important factor in the production of top quality motion pictures, slidefilms and television commercials. With complete creative, photographic, recording and laboratory facilities under one roof, we are equipped to handle any job, large or small, with speed and efficiency. Your inquiry is invited.

Atlas Film Corporation

Established 1913

1111 South Boulevard

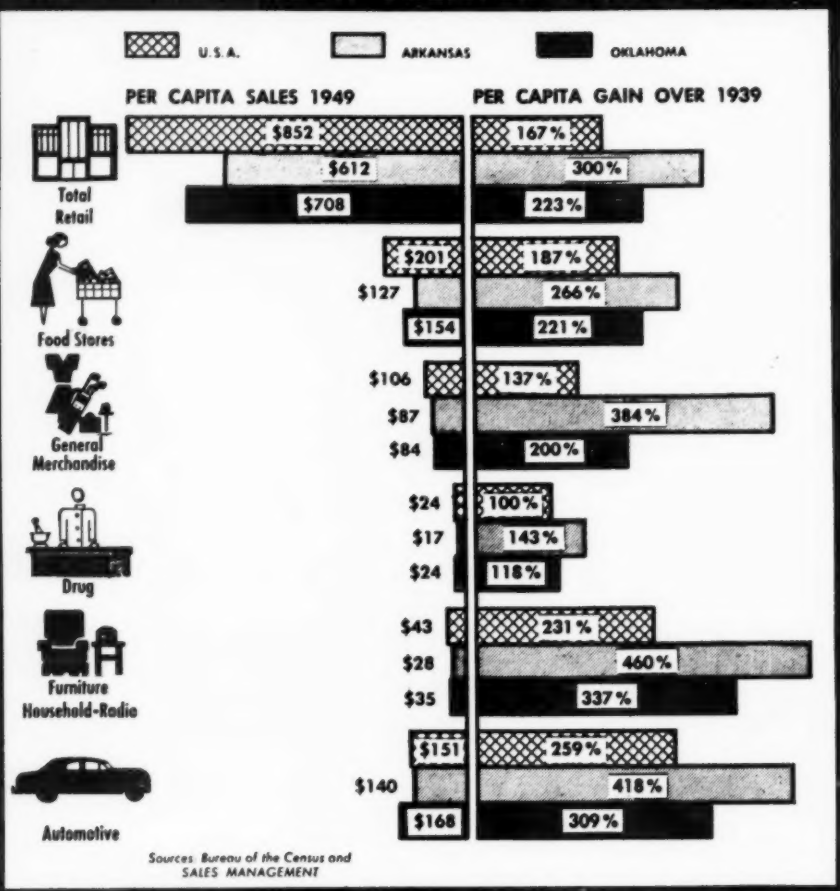
Oak Park, Illinois



New markets opening up . . .

. . . mechanical milkers bring new money to once poor Ozark farmers while . . .

AREA GAINS MUCH GREATER THAN NATION



. . . markets, as measured in dry statistics, take on new significance for producers of all kinds of goods who can capitalize on the rapid growth of this once undeveloped area.

Electricity Comes to the Ozarks

Great opportunities for industrial development are in vast sections of Arkansas, Oklahoma and Missouri where replacement of marginal farms by modern agriculture brings flood of people from rural areas into the towns and cities.

The Ozarks have a song and a story all their own. This, the highest land between the Alleghenies and the Mountain West, has long been peopled by folks who have gone their own remote way—scorning comfort, luxury and the written word. Far from the main stream of travel, the hill people seemed, for a very long time, immune to the blandishments of advertising, radio and all the ap-

paratus we associate with "progress." The Ozarks are where gadgets and the bathtubs had been bypassed.

It may be that it was better that way: to have this one inland mountain retreat where change bothered

no one, where life moved at a slow and ancient tempo. However, to the State of Arkansas, in which so many of the Ozark people are concentrated, this singular Shangri-la had unenviable connotations, since along with its solitude it was the center of illiteracy and of fierce poverty.

The awakening of this most untouched of American backwoods has come almost literally as a shock. It was brought into being by rural electrification and by large-scale reclamation projects. What modern communication failed to do, the skinny wires strung up distant hills to mountain shacks are accomplishing. Once the mountain people discovered the benefits of light, and once they learned of the marvelous abilities which are concealed in the appliances which can be hooked into the line, the

BY A. G. MEZERIK
Roving Editor

SALES MANAGEMENT



What families find
between the covers of this,
the nation's largest farm magazine,
makes it
the largest of **ALL** magazines
where half the consumers
of America live!

NORTH CAROLINA

OFFERS MORE

FARM INCOME
\$944,900,000*

*1949 Sales Management
SURVEY OF
BUYING POWER

THAN ANY OF THE 12 STATES
IN THE RICH. GROWING
SOUTHEASTERN MARKET

Here in one state is an economy soundly balanced between agriculture and industry—a market with more people with more money to spend on their unfulfilled needs than ever before. 44 daily and 156 weekly newspapers, 85 radio stations and 2 television stations blanket this market of over 4 million people, with money to spend.

NORTH CAROLINA

Department of Conservation
and Development, Raleigh.



MONEY to BUY

—mid-winter millions to buy YOUR products, and buy 'em FAST! Last season — \$4,571,858.29. This season—over \$5,000,000.00 seems assured.

The Citizen and The Times thoroughly cover the rich Asheville market. No other media do! Request late market data and information.

The Branham Co., General Representatives



trek to the towns began. Radios and washing machines went back up the rutted roads, and behind them marched the devices which make work easier and which raise productivity.

Bringing electrification into this backward area might well have constituted almost a pure experiment in raising the standard of living under controlled conditions. What had happened was that the floor of living had been raised a notch or two by modern means. Although it was only a notch, it quickly moved the people who were affected, from the stage where they concerned themselves only with their most basic needs into the field where they aspired to fill newly created wants.

A life-long city dweller, who thinks of electricity only when something goes wrong with his lights, finds it almost impossible to conceive exactly what does happen when electricity is introduced into a region for the first time. That it brings light to dark rooms and, via radio, ties the remote resident to the outside world, is comparatively easy to visualize. More difficult, however, is the fact that the coming of abundant supplies of electricity changes the economic factors of an underdeveloped area. Once it has electricity, a region begins to process some of its own raw materials.

New Customers

Arkansas, for instance, has stepped up its production of bauxite, of which it has 97% of the nation's supply, from 362,000 tons in 1939 to 6 million tons. This single development brought Arkansas \$9 million in new income and made possible, once more electricity was available, extensive aluminum production, giving Arkansas residents wages they would not otherwise have received and merchants a host of new customers for every kind of goods. In all, greater supplies of electricity already have brought Arkansas 1,500 new industries since the war.

In this way electricity generates prosperity. It makes of the area a better market for goods manufactured in other regions of the country. This is plainly seen in Arkansas, where bustling Little Rock is each year increasing its importance as a trading center, supplying the ever growing requirements of the State. In Little Rock, products from the entire country are promoted and pushed by modern merchandisers.

As late as 1944, Arkansas was 48th in per capita income. The differential between it and the top 10 states was

great indeed. It is still great, but each year the differential between Arkansas and the rest of the country narrows, and the march has gone on long enough to say that Arkansas is not just going to somewhere from nowhere. In the 10 years between 1939 and 1949, Arkansas' total retail sales increased 290% as against a 205% for the entire United States. In the area directly reflecting the advent of rural electrification (furniture, household and radio) the gain was largest: 414% as against the national 310%.

What It Means

Back of these figures stand the big fact: 110,000 rural homes and industries are now connected to REA lines, and the Arkansas Power and Light Co., the dominant utility in the state, has also increased its capacity and the number of its customers, both rural and urban. Arkansas' Governor Sid McMath, a 37-year-old, much-decorated Marine veteran, understands what electricity is doing to step up Arkansas earning power. Recently, this dynamic and forward looking executive, voted one of the nation's 10 outstanding young men by the United States Junior Chamber of Commerce in 1948, said: "We still do not have the electric power needed for industrial purposes, much less for the national emergency. We want sufficient electric power in Arkansas whether it be furnished by private companies, cooperatives or the Government." All three types already exist in Arkansas.

Obviously, the process is only in its infancy. With more power, the completion of reclamation projects to reclaim eroded lands and control floods, the tempo will quicken and—as it does—Arkansas will leave the economic cellar and start up out of the minor league, developing, as it climbs, into a prosperous region and a market. The Ozarks may then no longer be quite so virginal a backwoods, but the people who live in those uplands will be released from a poverty which has imprisoned them for a century.

The entire region, which includes Arkansas, Oklahoma and part of Missouri, benefits from—and could do with more of—these injections which boost its economic blood count. The towns are, by and large, doing all right. The only American town which was created overnight is Oklahoma City. It came into being April 22, 1889, the first day of the great land rush, and has since progressed fairly steadily. Tulsa, self-styled as "The Oil Capital of the World" also

moves ahead, helped immensely by the black liquid.

But Oklahoma's City's growth is typical of most of the towns in the area. Its growth, while very real, seems to come as a result of people who live in the adjacent countryside since moving into town. If this trend continues, those very rural areas on which the town depends for its existence as a trading center, will be depopulated.

In this land of drought and dust storms, farmers—struck by disaster—pull up stakes and head for wages. Any town where wages are good and work is steady can grow. However, if the wage paying industry and the trade is geared mainly to supplying the needs and wants of the people in the area, the whole effort ends up like a dog biting its own tail. Since there are ever fewer people left in the rural areas to supply, possibilities for expansion of this kind of industry and trade have a very low ceiling. Whether this fact is consciously considered or not, it seems to be understood, expressing itself in a great desire for industry which will be national rather than sectional.

Government Arsenals?

The last war brought some, although not much, of this type of industry into this area. The oil industry is concentrated around Oklahoma City and Tulsa, and it, of course, sells its products to the entire country. However, oil is not big enough as an employing industry to account for much. The present hope is that the long-range armament program will bring Government orders and new factory installations.

Tinker Field, a synthetic rubber factory, and Douglas, are already here and many others should come, in the opinion of leaders in the cities in this region. They point out that no safer industrial and armament haven than this inland empire exists anywhere in the country.

But for the future as for the past, the soundest foundation for prosperity for the tri-state area will be a healthy agriculture and a growing industry and trade based on it. During earlier years that was the situation. To attract and hold people, a district needed only "wood n' water." The trend reversed with the coming of the droughts and dust storms—and a series of other calamities, natural, economic and political. The 1930's brought low prices for crops, even when they were successful. Prices for cattle, wheat, peanuts and broom corn dropped far below the

NEW

IF IT'S PLASTIC

Sell it in

PLASTICS Merchandising

FIRST ISSUE
JANUARY 1951

ONLY
MEDIUM
DEVOTED SOLELY
TO JOB OF SELLING
PLASTICS PRODUCTS
AT RETAIL LEVEL



Editorial Content Survey-Tested; Aimed for Sales

Three-way editorial pattern is cut to buyers' needs as checked by detailed surveys in Chicago, Detroit, New York, Boston and other leading retail centers.

1 NEW PLASTICS PRODUCTS

Complete buying data in capsule form of every new plastic product with all the facts a buyer needs to act: photos, descriptions, sizes, deliveries, quantities, selling aids, sources.

2 NEW PLASTICS PROMOTIONS

Spot news of outstanding retail plastics promotions telling exactly how each one was worked, as reported by 30-editor network in key U. S. retail centers.

3 MORE PROFITS WITH PLASTICS

Invaluable merchandising suggestions. What to promote and when. Sales training aids. How to display and advertise plastics products for volume sales.

DISTRIBUTION PLAN PINPOINTS 50,000 PLASTICS BUYERS

Selective planning of controlled circulation does complete blanketing job:

- 1 REACHES OUT TO BIGGEST MARKETS**
Distribution of PLASTICS MERCHANDISING is directed across-the-board to those specific retail outlets where plastics are marketed in volume.
- 2 REACHES UP TO SALES DEPARTMENTS**
Within each retail establishment, PLASTICS MERCHANDISING is directed only to those departments which handle plastics products.
- 3 REACHES IN TO PLASTICS BUYERS**
In each retail department, PLASTICS MERCHANDISING is delivered to the top buying authority. Result: An unmatched "all-prospect" circulation.

WRITE FOR DETAILS

PLASTICS MERCHANDISING, INC.

A Unit of Breskin Publications - Affiliated with Modern Plastics Magazine

122 EAST 42nd STREET, NEW YORK 17, N. Y.

cost of production. Broken farmers moved out, heading West and taking with them the sad nicknames of "Okies" and "Arkies."

Not everyone pulled up stakes. Last year many of those who remained were once again caught by the drought. The dust came back and for three days, the sun disappeared. It hit Western Oklahoma hardest and today a population chart of the state tells the story. Western Oklahoma has been decimated.

Lasting cures for this kind of regional sickness are not easy to find.

For one thing, a loss in population means a loss in political influence. As a result of population decreases revealed by the last census, Oklahoma and Arkansas have each lost one representative in Congress. To an area which badly needs Government aid in large-scale soil conservation, electrification and, above all, in reclaiming water supplies, this loss of political strength can be critical.

These states have not the taxable wealth to carry out the necessarily big programs by themselves. What they need is a sizeable investment in

setting up basic resources so that agricultural production can increase and be followed by a growth in industry, services and trade. The problem, as seen here, is how to improve the soil and regulate the water. Any investment made on these fronts will give all forms of enterprise sharper outlines. The floor of opportunity would be thereby strengthened so that every man who wants to, can get into the race, going as far and as fast as his capabilities and his energies permit him—in business, in farming or in professions. In this region, all this is fairly well understood.

Declining population is a result, not a cause. Businessmen here have learned that the hard way. That knowledge has enabled them to grasp the full significance of the meaning of the upsurge in population in recent years in the rest of the country. Better than most, they see that an economy, in which population is increasing rapidly, tends to be dynamic. More people bring increased requirements for food, clothing, shelter, schools, churches, hospitals and many other things. A static or decreasing population stymies demand not only on these fronts, but for residential construction.

Aware of Problems

Drought, dust storms, the boll weevil and low farm prices—all these have in the past taken their toll of this area. The future would not be bright were it not for the fact that leaders throughout the area are aware of all the problems and are looking for the cure. If, with the help—morally, politically and financially—of the rest of the country these solutions are found, the trend can be reversed. The changes in the Ozarks, by all odds the region's worst-off district, is proof that it can happen.

Arkansas calls itself "The Land of Opportunity." Electricity, mechanization of farming and diversification of crops have given it, as it has the surrounding areas, a feeling that this is more than a slogan. In the words of an Arkansas banker, "Our people are not 'plungers' but are progressive and this progressive attitude is reflected in better livestock and machinery on our farms, more and better-conditioned homes in our towns and cities, better stocked stores and a trend toward civic betterment." The banker's evaluation is sound, not only for Arkansas but for Oklahoma as well. And it will be even sounder in the years to come.

Photographs, courtesy Arkansas State Chamber of Commerce, Arkansas Rural Electrification News, Oklahoma City Chamber of Commerce.



Sales Managers . . . Ad Men . . . Sales Promotion Men . . .

VISI-KIT is one of the best sales presentation binders we have produced in nearly 40 years of specialization. Hinged **TRANS-VUE** pockets take photos, proofs, drawings, specs., display matter, back to back; deliver quick, clear, pre-planned presentation. **Visi-Kit** NEVER fumbles, never forgets, never muffs the punch-line; **ALWAYS** tells complete, accurate, dramatic story the way **YOU** want it told. Sturdy, compact, dignified and . . . **EASY** to use. Quickly saves its cost in non-spoilage of sales material alone.

*Send for
Free Folder
and Prices*

Burkhardt

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BINDERS TO AMERICAN BUSINESS

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A man phoned a maiden most fetching —
"Come over, I'll show you an etching."
"Oh no, sir," she said,
AirFREIGHT it instead —
I've been warned of your technique
in sketching."



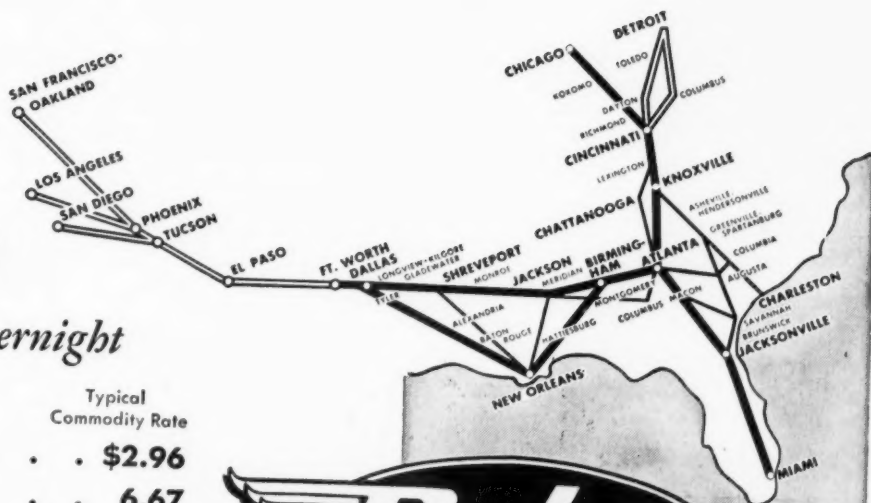
DELTA airFREIGHT

Covers the South overnight

Per 100 lbs. between

CINCINNATI - ATLANTA	• • •	\$2.96
CHICAGO - NEW ORLEANS	• • •	6.67
DALLAS - JACKSONVILLE	• • •	7.51

For complete commodity rates and schedules, write airFREIGHT
Department, Delta Air Lines, Atlanta, Ga.



Advertising

MEDIA ... AGENCIES ... SERVICES

A Preview Peek at Better Living

A new 5-cent item soon will be poking out of the carts of people who shop in the nation's supermarkets. It will be *Better Living*, a new magazine, backed by the McCall Corp. (*McCall's*, *Redbook*) to be sold in the food stores of more than 80% of the members of the Super Market Institute. It's debut: April, 1951.

Initial circulation of *Better Living*, based on acceptance by the Institute's members, will average 1,500,000 copies per month in 43 states for the first six months. Cost of a full-page black and white advertisement: \$4,125.

Supermarket operators who are members of the Institute have total sales of some \$2.8 billion a year. They operate 5,200 stores, of which 4,000 are supermarkets.

Better Living will make its bow with impressive backing. McCall's, with controlling interest, is putting \$750,000 into this new merchandising tool for national advertisers, and a small group of private investors is staking *Better Living's* publishing company, Mass Market Publications, to another \$750,000.

Editor-in-chief of *Better Living*: Mrs. Christine Holbrook, with *Bet-*

ter Homes and Gardens for 25 years. Miss Esther Kimmel, formerly a director of home economics of Macfadden's women's publications, is to be food editor.

Edward W. Miller, president of Mass Market Publications, previously had his own company engaging extensively in public relations for major food chains throughout the country. John E. Smith, formerly vice-president in charge of advertising for *McCall's Magazine*, will be executive vice-president. Roy Wright will be vice-president and director of advertising. Most recently he was manager of the Marketing and Plans Department of *This Week Magazine*.

If You Don't Vote Nov. 7 Don't Kick About Winners

An intensive advertising campaign to "get out the vote" on Election Day, November 7, is underway by The Advertising Council in newspapers, radio and television. The campaign, part of the American Heritage Foundation program, is the Foundation's most ambitious promotion since it sponsored the nationwide tour of the Freedom Train.

Main purpose of the drive is to

urge every eligible voter to do his part to make American freedom work by voting. The campaign carries out the philosophy of the Heritage Foundation that American citizens must work for the freedom that works for them; that American freedom is as strong as the active participation of American citizens.

The campaign was prepared by Leo Burnett Co., Inc., Chicago, for The Advertising Council. The newspaper part of the promotion consists of a series of 12 advertisements which is being locally sponsored in daily and weekly newspapers.

Radio advertisers and the four major networks are cooperating through the Council's Radio Allocation Plan. Previously prepared television material is being released via the 106 television stations and the four major networks.

A Good Citizenship Award will be presented to advertisers and newspapers supporting the campaign.



PAUL J. HASSETT, former associate advertising manager of *Woman's Day*, has been named manager of advertising, the *Chicago Sun-Times*.

Cues on Salesmanship For Industrial Ads

Industrial sales executives — and their sales engineers—usually have a pretty good idea how their customers and prospects respond to various sales approaches.

But do they know as much about their prospects' reactions when appeals are through printed literature—a magazine advertisement, for example?

What, consistently, catches the attention of most reader-prospects?

The headline? (Usually, it's big, bold black, and supposedly attention-compelling).

Illustrations? (They range from nuts and bolts, pretty views, to girls in various stages of undress).

Copy? (There are exponents of



FOR *BETTER LIVING*, new magazine backed by McCall Corp., Mrs. Christine Holbrook (left), *Better Homes and Gardens* editor, is named editor-in-chief; John E. Smith (center), executive vice-president; Roy Wright (right), vice-president and director of advertising.

Take a bow, Mrs. America

You're a mighty smart girl. You know what you want and whom to trust. That's why you buy, read and depend upon GOOD HOUSEKEEPING as you do. As a result, the October issue is the largest ever published and the past ten months have been the greatest in our 65-year history. You see, Mrs. America, advertisers are wise, too. They know it's good business to promote their brands in the magazine you trust and to identify their products by the famous Guaranty Seal.

Pages of Advertising . . . October 1950

	1950
GOOD HOUSEKEEPING	217.4
WOMEN'S SERVICE MAGAZINE A	161.8
WOMEN'S SERVICE MAGAZINE B	102.4
WOMEN'S SERVICE MAGAZINE C	83.3

Cumulative Pages of Advertising . . . January-October 1949-1950

	1950	1949	Pages + or -
GOOD HOUSEKEEPING	1436.7	1360.9	+75.8
WOMEN'S SERVICE MAGAZINE A	1196.4	1194.4	+ 2.0
WOMEN'S SERVICE MAGAZINE B	778.3	747.3	+31.0
WOMEN'S SERVICE MAGAZINE C	689.0	742.8	-53.8



Women know — the product
that has it, earns it.

GOOD HOUSEKEEPING

9,971,000
READERSHIP

35¢ per
copy

The Homemakers' Bureau of Standards

57th Street at 8th Avenue, New York 19, N. Y.

NOVEMBER 1, 1950



CELEBRANTS at the opening of WTAR's new million dollar building in Norfolk, Va.: (Left to right) Seth Dennis, Edward Petry Co.; Sheldon Hickox, Norman Cash, NBC; Otto Brandt, ABC; Keith Kiggins, Edward Petry Co. Festivities, which also marked this oldest Virginia station's 27th year, and its growth from 15 to 5,000 watts, included the setting of a time capsule and a fortnight's open house. WTAR broadcasts AM, FM, TV.

both the tell-all and make-it-brief schools).

Size of advertisement? (Which offers most value: spreads, pages, partial pages?)

Color? (When is it effective?)

Position? (Is it really good business for every advertiser to demand front of book, right-hand page?)

There are now some additional answers available to these pertinent questions. They are to be found in the analysis of how readers actually read *American Machinist*, a bi-weekly published by the McGraw-Hill Publishing Co., New York. This is Study No. 3 in The Continuing Study of Business Papers made by The Advertising Research Foundation for the 108 member magazines of The Associated Business Publications.

The advertisement which pulled the highest readership in the issue of *American Machinist* which was analyzed, merits study by industrial



GEORGE A. POPE is newly named business manager for The Foundry; was Western manager for 11 years.)

sales executives, their advertising managers and account executives.

Readers of an advertisement—just as prospects face-to-face with salesmen—do not always respond the way it is anticipated that they should.

The headline in the top advertisement, run by Nicholson File Co., was recalled by only 39% of the readers interviewed in the *American Machinist* study. On the other hand, the illustration (a cartoon) was seen by 63%, and surprisingly enough, 63% also read the rather lengthy piece of copy in small type.

"It is interesting to note," declares the forward to this study, "that this was but one of many instances in which the score for readership of any copy exceeded the score recorded for the headline. Altogether, there were 67 such cases among the ads measured, and in 11 other instances the scores recorded for the headline and copy were identical."

Could it be that reader-prospects would prefer not to be shouted at—even in print?

Paid Sampling Wins *Cosmopolitan* Readers

For years magazine publishers have been making special "get acquainted" subscription offers and manufacturers of branded merchandise have found "paid sampling" an effective technique in the drug and grocery fields.

Recently newsstand readers in metropolitan centers in 25 Eastern, Southern and Central states were given an opportunity to purchase

"get acquainted" copies of *Cosmopolitan's* September issue at a special price of 25c (regularly 35c).

Harry M. Dunlap, publisher, reports *Cosmopolitan's* newsstand sales up 36.4% in the test area. He points out that the results of preliminary tests made during July and August in two different groups of five cities indicate that *Cosmopolitan* will retain a satisfactory percentage of this newsstand gain at its regular single copy price.

The 25c sampling offer is slated to become part of *Cosmopolitan's* regular merchandising repertoire, although the regular newsstand price stays at 35c. It probably will be used once or twice a year to increase newsstand sales in the same way that many magazine publishers employ subscription inducements to build home-delivered circulation. Of the *Cosmopolitan's* subscriptions, 90% are at full price.



ABC PROMOTES: Ernest Lee Jahnce (right) from vice-president in charge of ABC Stations Department to vice-president for radio; Ted Oberfelder (left), in charge of advertising, promotion and research, to manager of Station WJZ.

Checks Each 5 Minutes On Radio-TV Listening

Advertisers sponsoring radio or television programs may soon be able to know how many sets in a specific market are tuned into their programs within any given five minutes of the broadcast day.

A new device, tabbed the "Hoopererecorder," and fathered by C. E. Hooper, famous for his "Hooperatings," makes all this possible for buyers of spot or regular commercial radio-TV time. It's an electrical gadget, attached to the radio or TV set, and hooked into a special line that runs to Hooper's office. As the radio or TV tuner runs his set in the normal way he automatically causes the little gadget to send out signals which are recorded in Hooper's office, telling the channel he's listening to, or the radio frequency. A recording is made once each five minutes



pulling power

When you advertise in First 3 Markets Group things happen at the retail counter in a big way! Your advertising reaches over $\frac{1}{2}$ of all the families in the First 3 Marketing areas of New York, Chicago and Philadelphia which account for over $\frac{1}{3}$ of all U.S. retail sales. Your best advertising buy is...

the group with the Sunday Punch



FIRST 3

MARKETS GROUP

NEW YORK SUNDAY NEWS
CHICAGO SUNDAY TRIBUNE
PHILADELPHIA SUNDAY INQUIRER

rotogravure
colorgravure
picture sections
magazine sections

New York 17, N. Y., News Building, 220 East 42nd Street, VAnDerbilt 6-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043
San Francisco 4, Cal., 155 Montgomery Street, GArfield 1-7946 • Los Angeles 17, Cal., 1127 Wilshire Blvd., MIchigan 0578

NOVEMBER 1, 1950



WILLIAM F. BROOKS, promoted to new post of vice-president in charge of public relations, NBC.

to determine what station is tuned in. Hooper tunes in from 6 A.M. to 12 midnight.

The "Hooperecorder" will be placed in homes selected to give a true market sample. In New York City, for example, the new device

TEST
Metropolitan
NEW YORK

FOR

PEANUTS

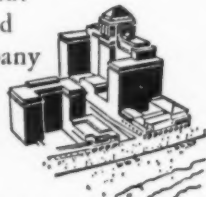
Send or call for the complete bulletin
"Metropolitan New York Test Market No. One"

Study the facts and you will find you can test a typical segment of Metropolitan New York, by testing BAYONNE, for only 9 cents a line... just peanuts compared with any other media giving the complete, concentrated coverage of

THE BAYONNE TIMES
BOGNER & MARTIN, representatives
295 Madison Ave., N. Y. • 435 N. Michigan Ave., Chicago

TROUBLED WATERS

Sales force at sea?
Harbor here and
talk over company
policy with
your men.



CHALFONTE-HADDON HALL
on the Boardwalk, Atlantic City, N.J.
Operated by Leeds & Lippincott Co. for 60 years
Write for illustrated brochure No. 1

will be installed in 720 homes which have 1,800 radio or television sets. Each home will be selected by size of family, income group, age of the head of the family, and its location in the city. As a result, advertisers will be able to secure an unusual picture of a family's listening-viewing habits. If the TV set and the radio are tuned in at the same time in one family, what programs are they listening to?

Showings of the new system are being given to AM and TV station owners in New York City and Chicago. Negotiations have been under-way for six months with TV station owners in Los Angeles for a service designed to report television audiences only. In Los Angeles the installation and use of the Hooperecorder is a project of the Television Committee of the Los Angeles Chamber of Commerce. The station meetings in these three cities will be followed by meetings with agencies and advertisers in all principal cities.

Top Ad Pulls 70% of Men Readers

A full-page advertisement for McCormick hay machines attracted more men readers than any other readers in the April 15 issue of the *Wisconsin Agriculturist and Farmer*, while a full-page display for Robin Hood flour topped the women's list of highest-scoring ads in the surveyed issue.

Results of the study made by The Advertising Research Foundation, and published in a 92-page report, are now being distributed to more than 3,500 advertiser, advertising agency and publisher executives. The



"STORYGRAPH" . . . the public service, comicbook-type insert of *The American Magazine*, November issue, snowballed over a million reprint orders at \$6.50 a thousand eight days before on-sale date.

report is Study No. 13 of the Continuing Study of Farm Publications which is conducted in cooperation with the Agricultural Publisher Association. All costs are defrayed by the A.P.A.

Seventy percent of the men readers noted the page three, black and white ad for McCormick. It placed third on the women's list with a 35% score.

First in the women's ranking with 78% was the red and black advertisement for Robin Hood flour on page 36—the first page of the Women's Section.

Wisconsin Agriculturist and Farmer, published semi-monthly at Racine, Wisc., is a general farm publication serving farmers and farm families in Wisconsin and bordering counties in the adjoining states of Illinois, Michigan and Minnesota. Its total circulation is about 201,000.

Included in the 64-page surveyed issue were 18 editorial departments, 33 feature articles, 80 editorial illustrations, five humor panels, two comic strips and 231 advertisements.



VIEWING new outdoor Savings Bonds posters: (Left to right) L. W. Trester, Treasury Committee chairman and director of public policy, General Outdoor Advertising, Inc.; Mark Seelen, Outdoor Advertising, Inc.; Secretary of the Treasury, John W. Snyder.

Dates & Places for Sales Confabs

The National Sales Executives and its affiliated clubs again provide the setting for the exchange of profit-making ideas.

NOVEMBER

Chester (Penna. Military College)	Sales Conference	Nov. 1
Minneapolis (Nicollet Hotel)	Sales Conference	Nov. 2
Quincy	Sales Conference	Nov. 3
Austin	Training Clinic	Nov. 6-9
Philadelphia (University Museum)	Training Clinic	Nov. 6-10
St. Louis (Jefferson Hotel)	Sales Conference	Nov. 9
Kansas City	Sales Conference	Nov. 10
Louisville	Training Clinic	Nov. 13-17
Shreveport	Training Clinic	Nov. 14-17
Albany (De Witt Clinton)	Conference	Nov. 15
Chicago	Sales Conference	Nov. 16
Toronto (Royal York)	NSE Board of Dir.	Nov. 27-28
Toronto (Royal York)	Rally	Nov. 27
Milwaukee (Elks Club)	Sales Clinic	Nov. 30

DECEMBER

Louisville	Rally	Dec. 27
Dallas (Adolphus Hotel)	Rally	Dec. 29

JANUARY

Boston (Statler Hotel)	Sales Conference	Jan. 12-13
Jacksonville (Seminole Hotel)	Clinic	Jan. 15-19
Montreal (Mount Royal Hotel)	Rally	Jan. 15
Dallas (North Dallas H.S.)	Clinic	Jan. 29-Feb. 2

FEBRUARY

Springfield (Kimball Hotel)	Sales Conference	Feb. 1
Fort Worth (Blackstone Hotel)	Training Clinic	Feb. 12-15
Vancouver (Vancouver Hotel)	Sales Conference	Feb. 19
Corpus Christi	Training Clinic	Feb. 19-22
Vancouver (Hotel Vancouver)	Training Clinic	Feb. 19-23
Davenport (Blackhawk)	Sales Conference	Feb. 22-23
Davenport	Sales Rally	Feb. 23
Chicago	Sales Rally	Feb. 26
Tacoma	Training Clinic	Feb. 26-Mar. 2
Cincinnati (Netherlands Plaza Hotel)	NSE Board of Dir.	Feb. 28-Mar. 1

MARCH

Cleveland (Music Hall)	Sales Rally	Mar. 19
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APRIL

Cleveland (Public Auditorium)	Training Clinic	Apr. 2-6
Columbus (Central H.S. Auditorium)	Training Clinic	Apr. 9-13
Los Angeles (Ambassador)	Sales Conference	Apr. 13
Philadelphia (Bellevue-Stratford Hotel)	Sales Conference	Apr. 16
Philadelphia (Broadwood Hotel)	Sales Rally	Apr. 16
Charlotte (Hotel Charlotte)	Sales Rally	Apr. 19
Charlotte (Hotel Charlotte)	Sales Conference	Apr. 20

MAY

New York (Waldorf-Astoria Hotel)	NSE Convention	May 30-June 2
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Convenient

At Hotel Cleveland you'll be convenient to *anywhere* you'll want to go in Cleveland.

Hotel Cleveland is directly connected to Union Passenger Terminal, garage, Terminal office buildings.

Comfortable

Quiet, sleep-inviting rooms—all with radio, many with television.

Spirited, colorful new decorations in rooms and lobbies.



Friendly

There's a cordial, hearty welcome... gracious, attentive service to greet all who enter the friendly doors of Hotel Cleveland.



HOTEL CLEVELAND
Cleveland, Ohio

High Spot Cities

Retail Sales Forecast for November

The retail trade boom continues to break new records as November is expected to top \$12.1 billion for the U.S. as a whole. Current retail levels are running about 9% ahead of last year. Gains of this magnitude compare favorably with the high rates of retail expansion prevailing throughout 1948. Moreover, even the current high level of retail activity falls somewhat short of the level warranted by rapidly mounting income payments. In part, this lag may reflect a reaction to the heavy volume of forward buying of the summer months. Also, more stringent credit controls may have a dampening effect on the current level of hard goods sales.

Apparel sales, which did not share greatly in the summer buying spree, are expected to mount to record levels in the latter quarter of 1950, spurred by price gains of about 5%.

The quickening tempo of economic activity in evidence throughout the nation is rapidly narrowing regional divergences. Areas such as those in the New England, Middle Atlantic and Pacific regions, which in 1949 were reporting the highest incidence of unemployment, are now responding most quickly to the impact of defense orders, particularly in textile, apparel, and shoe manufacturing cities. Consequently, purchasing power

and retail trade are particularly favorable in such areas.

States recording better-than-average performance include Alabama, California, Colorado, Delaware, District of Columbia, Florida, Georgia, Massachusetts, Michigan, New Jersey, New Mexico, Rhode Island, South Carolina, Tennessee and Texas.

The leading cities, those with a city-national index well above average (for this November compared with November 1949) are: Lubbock, Tex., 120.6, Fresno, Calif., 118.3, Albuquerque, N.M., 116.9, Corpus Christi, Tex., 115.4, Hempstead Township, N.Y., 115.0, Columbus, Ga., 113.6, Honolulu, Hawaii, 112.5, Waco, Tex., 112.5, Charlotte, N.C., 112.9, St. Petersburg, Fla., 110.9, Flint, Mich., 110.5, Tampa, Fla., 109.7, El Paso, Tex., 108.7, Passaic-Clifton, N.J., 108.4, Greensboro, N.C., 108.1, Orlando, Fla., 108.1.

Sales Management's Research Department with the aid of Econometric Institute, Inc., maintains running charts on the business progress of more than 200 of the leading market centers of the coun-

try. Monthly data which are used in the measuring include bank debits, sales tax collections, Department of Commerce surveys of independent store sales, Federal Reserve Bank reports on department store sales.

The retail sales estimates presented herewith cover the expected dollar figure for all retail activity as defined by the Bureau of the Census. The figures are directly comparable with similar annual estimates of retail sales as published in SM's *Survey of Buying Power*.

Three Index Figures Are Given, the first being "City Index—1950 vs. 1939." This figure ties back directly to the last official Census and is valuable for gauging the long-term change in a market. It is expressed as a ratio. A figure of 400.0, for example, means that total retail sales in the city for the month will show a gain of 300% over the same 1939 month.

The second figure, "City Index, 1950 over 1949," is similar to the first, except that last year is the base year. For short-term studies it is more realistic than the first, and the two together give a well-rounded picture of how the city has grown since the last Census year and how business is today as compared with last year.

The third column, "City-National Index, 1950 over 1949" relates the city's change to the total probable national change for the same period. A city may have this month a sizable gain over the same month last year, but the rate of gain may be less—or more than that of the Nation. All figures in this column above 100 indicate cities where the change is more favorable than that for the U.S.A. The City-National Index is derived by dividing the index figure of the city by that of the Nation.

The Dollar Figure, "\$ Millions," gives the total amount of retail sales for the projected month. Like all estimates of what is likely to happen in the future, both the dollar figure and the resultant index figures can, at best, be only good approximations, since they are necessarily projections of existing trends. Allowance is made in the dollar estimates for the expected seasonal trend, and cyclical movement.

The index and dollar figures, studied together, will provide valuable information on both rate of growth and actual size of a city market.

These exclusive estimates are fully protected by copyright. They must not be reproduced in printed form, in whole or in part, without written permission from SALES MANAGEMENT, INC.

Suggested Uses for This Data include (a) special advertising and promotion drives in spot cities, (b) a guide for your branch and district managers, (c) revising sales quotas, (d) checking actual performances against potentials, (e) basis of letters for stimulating salesmen and forestalling their alibis, (f) determining where drives should be localized.

A Pre-Release Service Is Available. SM will mail, 10 days in advance of publication, a mimeographed list giving estimates of retail sales in dollar and index form for the 200-odd cities. The price is \$1.00 per year.

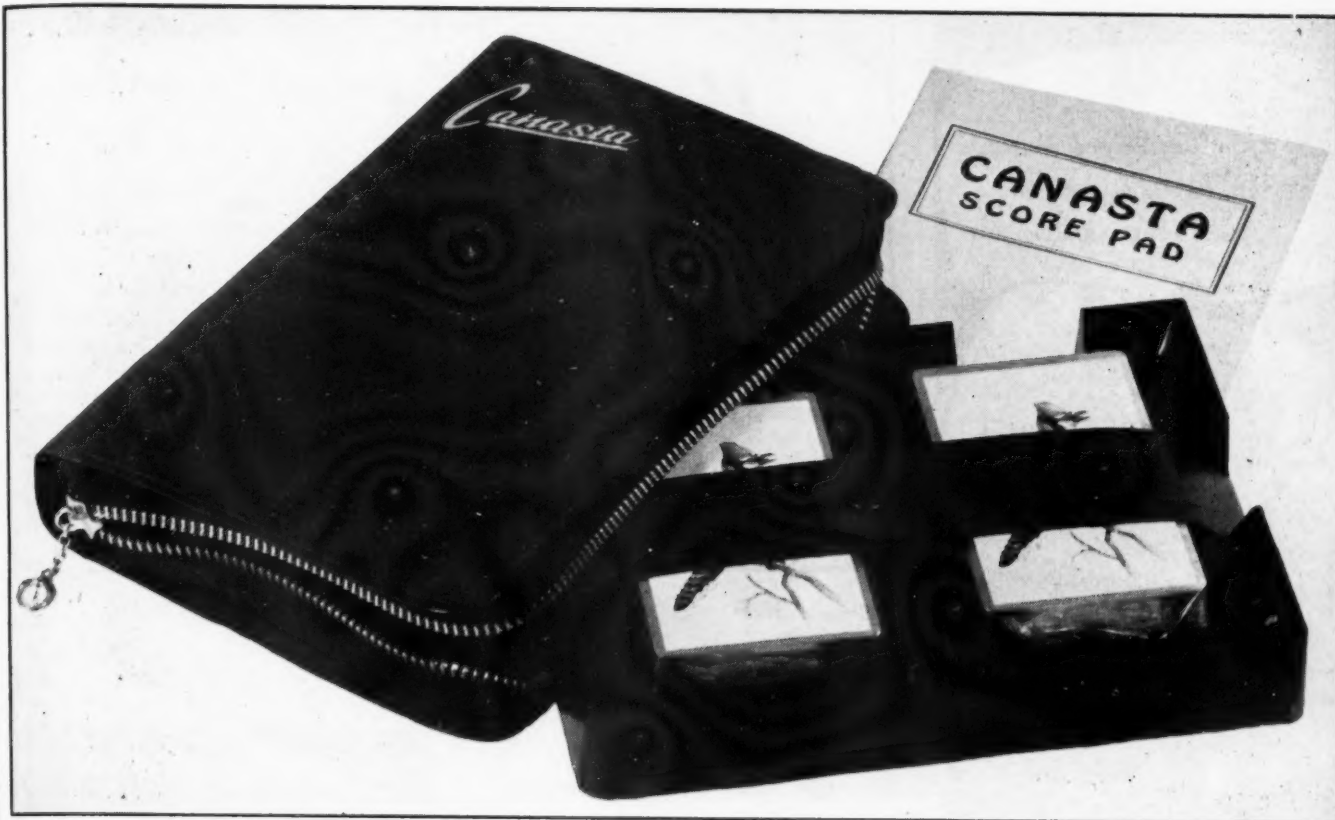
(Continued on page 104)

Canadian Cities Added

Fifteen Canadian cities are now appearing regularly as part of the High Spots feature, following suggestions made by U.S.A. and Canadian subscribers.

The cities chosen are ones which lead in retail sales and for which monthly bank debit figures are available.

The addition of the Canadian list is very timely because of the unparalleled prosperity across the border which has resulted in "unpegging" the Canadian dollar and is likely to lead to further lifting of restrictions against imports.



A beautiful and timely gift for your good customers and friends this Christmas

The CASE is made of genuine saddle cowhide with the title "Canasta" stamped on the front in genuine gold . . . the TRAY is smooth, rich-looking plastic . . . the STRAP is the same cowhide to match the case . . . the CARDS are top quality Canasta playing cards . . . the SCORING PAD contains the Canasta playing rules . . . each case is wrapped in tissue and packed in a two-piece gift box.

in lots of 25 — **\$5⁷⁵** each

(for larger quantities write for prices)

You can have your ad stamped in genuine gold at no extra charge. Each case can be personalized with an individual name stamped in genuine gold at an added cost of 15¢ per name.

For a sample — send \$7.00 attached to your letterhead. It will be sent to you promptly by prepaid parcel post. No ad or names can be stamped on samples.

ADVERTISING CORPORATION OF AMERICA

TWO PARK AVENUE • NEW YORK 16

Factory • Easthampton, Massachusetts

We publish two good newspapers
... they are read by everybody
in and around Louisville

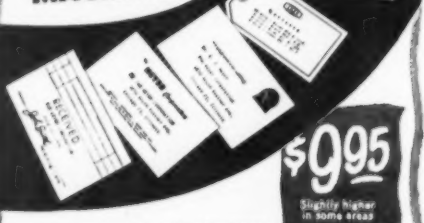
We sell advertising space at
reasonable rates.
It produces sales.



The Courier-Journal THE LOUISVILLE TIMES

Owners and operators of Station WHAS and Station WHAS-TV
337,851 DAILY • 265,610 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

lowest cost ADDRESSING MACHINE



Clubs, churches, businesses
find this amazing low-cost
addressing outfit the quick, efficient
answer to their mailings. You, too, can
afford this easy-to-use addresser for your
purposes. Simple one-hand motion affords
effortless printing ... uses no messy
inks, ribbons or plates ... lists easily
prepared on paper tape.

MAKE A STAMP FOR 2c! Simple
clamp-on unit (6 included) permits repeat
impressions at about 1% the cost of
a rubber stamp. Mail coupon now!

At leading Stationery & Office Supply Dealers

HEYER Portable ADDRESSER

THE HEYER CORPORATION, 1836 Kettner Ave., Chicago 23
Please send literature and name of nearest dealer

Name _____

Address _____

City _____ State _____

*PRODUCT OF THE HEYER CORP., MAKERS OF DUPLICATORS AND SUPPLIES SINCE 1903

High Spot Cities

★ Cities marked with a star are Preferred-Cities-of-the-Month, with a level of sales compared with the same month in 1949 which equals or exceeds the national change.

RETAIL SALES (S.M. Forecast for November, 1950)

City Index 1950	City Index 1950	City Nat'l Index 1950	\$ (Million) vs. November 1949
1939	1949	1949	1950

UNITED STATES

328.0 109.0 100.0 12126.00

Alabama

★ Birmingham ...	400.2	112.8	103.5	35.22
★ Gadsden	531.8	113.8	104.4	5.85
Mobile	436.9	99.4	91.2	11.84
★ Montgomery ...	373.2	111.5	102.3	10.15

Arizona

★ Phoenix	505.2	111.2	102.0	21.27
Tucson	442.8	103.3	94.8	9.21

Arkansas

Fort Smith ...	433.8	103.1	94.6	6.03
Little Rock ...	422.5	108.3	99.4	15.21

California

★ Bakersfield	385.7	111.9	102.7	11.84
Berkeley	305.3	108.2	99.3	9.22
★ Fresno	443.5	128.9	118.3	20.80
★ Long Beach ...	389.4	112.5	103.2	29.36
Los Angeles ...	318.1	108.2	99.3	218.93
Oakland	309.6	104.2	95.6	49.23
★ Pasadena	384.5	114.6	105.1	18.65
★ Riverside	413.7	109.5	100.5	6.33
★ Sacramento ...	339.3	110.1	101.0	23.58
★ San Bernardino	416.0	114.1	104.7	9.86
★ San Diego	424.1	111.5	102.3	35.67
San Francisco ..	285.7	106.7	97.9	96.13
★ San Jose	353.4	111.7	102.5	14.35
★ Santa Barbara .	361.0	113.0	103.7	7.40
★ Stockton	367.5	109.0	100.0	11.98

Colorado

★ Colorado Springs	345.9	111.1	101.9	6.40
★ Denver	323.9	110.1	101.0	50.69
★ Pueblo	328.0	110.1	101.0	6.56

ONE OF NEW ENGLAND'S BEST

Toughest Competition

One of the best is right! Middletown wins top scores in per family sales, and income, against the toughest competition—comparison with 62 larger New England cities!

Middletown (28,600 population) ranks 63rd among New England cities—but rockets to 17th among these cities in family retail sales ... 38th in family food sales ... 10th in family general merchandise sales ... 8th in family drug sales ... 9th in family furniture-household-radio sales ... 21st in family income and 26th in per capita income.

Middletown is unquestionably one of your very best buys in this whole area.

You Always Get MORE in MIDDLETOWN

THE MIDDLETOWN PRESS



Metropolitan* Champaign Urbana, Ill.

*"Metropolitan" according to the
Federal Reserve Board's designation.

with Champaign County

1950 Census Population
Now 105,859

with Champaign-Urbana

1950 Census Population
Now 62,392 CCZ

Over 65,000 CZ

WITH over 28,500 Paid Circulation
offered by the—

News-Gazette
CHAMPAIGN-URBANA, ILL.

Representatives
TEXAS DAILY PRESS LEAGUE

SALES MANAGEMENT

RETAIL SALES
(S.M. Forecast for November, 1950)

City	City	City	
Index	Index	Nat'l	\$
1950	1950	1950	(Million)
vs.	vs.	vs.	November
1939	1949	1949	1950

Connecticut

Bridgeport	298.1	104.4	95.8	19.29
★ Hartford	293.8	115.9	106.3	28.06
★ New Haven ...	269.5	112.8	103.5	20.70
★ Stamford	350.6	109.8	100.7	8.38
Waterbury	285.9	108.5	99.5	10.95
Middletown ...	290.5	103.9	95.3	3.05

Delaware

★ Wilmington ...	354.1	117.0	107.3	20.22
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District of Columbia

★ Washington ..	335.2	113.1	103.8	118.71
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Florida

★ Jacksonville ...	395.7	114.6	105.1	25.76
★ Miami	477.6	113.5	104.1	43.32
★ Orlando	403.0	117.8	108.1	9.31
★ Pensacola	390.6	110.5	101.4	5.82
★ St. Petersburg .	459.9	120.8	110.9	13.20
★ Tampa	449.1	119.6	109.7	18.19

Georgia

★ Atlanta	352.5	111.3	102.1	53.41
★ Augusta	380.1	109.1	100.2	8.40
★ Columbus	491.8	123.8	113.6	10.23
★ Macon	365.3	114.1	104.7	8.11
Savannah	332.7	108.2	99.3	10.08

Hawaii

★ Honolulu	362.7	122.6	112.5	26.44
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Idaho

★ Boise	362.4	110.3	101.2	7.03
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Illinois

Bloomington ...	301.1	105.0	96.3	5.42
★ Champaign-Urbana	346.7	110.5	101.4	7.87
Chicago	302.5	105.0	96.3	402.82
Danville	317.0	106.7	97.9	5.42
Decatur	297.3	105.1	96.4	8.68
East St. Louis .	356.2	108.9	99.9	8.30
Moline-Rock Island-				
★ E. Moline	343.2	112.3	103.0	11.29
Peoria	289.2	106.6	97.8	15.53
★ Rockford	373.6	110.6	101.5	14.42
Springfield	320.3	105.2	96.5	11.53

Indiana

★ Evansville	356.9	110.1	101.0	14.17
★ Fort Wayne ...	320.0	111.7	102.5	15.81
★ Gary	374.8	110.0	100.9	14.28
Indianapolis ...	336.6	105.9	97.2	55.80
Muncie	336.4	105.3	96.6	7.20
★ South Bend ...	386.7	113.0	103.7	16.32
Terre Haute ...	319.3	105.1	96.4	9.45

Iowa

★ Cedar Rapids ..	325.4	109.7	100.6	9.47
Davenport	294.4	101.0	92.7	8.89
★ Des Moines	303.3	111.6	102.4	21.96
Sioux City	283.8	105.9	97.2	9.82
★ Waterloo	315.6	110.4	101.3	7.89

Kansas

Hutchinson ...	339.4	104.0	95.4	4.82
★ Kansas City ...	327.8	111.3	102.1	10.13
Topeka	336.7	108.8	99.8	9.36
Wichita	421.2	108.6	99.6	19.71

RETAIL SALES
(S.M. Forecast for November, 1950)

City	City	City	
Index	Index	Nat'l	\$
1950	1950	1950	(Million)
vs.	vs.	vs.	November
1939	1949	1949	1950

Kentucky

Lexington	317.9	98.1	90.0	9.25
★ Louisville	325.9	109.8	100.7	40.65

Louisiana

Baton Rouge ...	470.5	97.3	89.3	11.48
★ New Orleans ...	386.0	109.0	100.0	53.30
Shreveport	372.4	107.3	98.4	15.38

Maine

Bangor	272.6	103.7	95.1	4.88
Lewiston-Auburn	265.6	103.1	94.6	5.95
Portland	245.0	105.7	97.0	9.90

Maryland

Baltimore	312.2	107.3	98.4	104.33
★ Cumberland ...	275.5	109.3	100.3	5.18

Massachusetts

★ Boston	244.1	109.3	100.3	105.24
★ Fall River	272.8	111.3	102.1	9.71
★ Holyoke	320.2	113.4	104.0	6.18
Lawrence	266.3	107.7	98.8	8.39
★ Lowell	354.4	117.7	108.8	9.64
★ Lynn	301.4	114.1	104.7	11.00



TESTING

A wide variety of occupations. High incomes in all brackets. Lynn and the wealthy North Shore comprise a natural test market! And the LYNN ITEM is ready with an experienced staff to cooperate in every way!

GET RESULTS

in **LYNN**

with the

ITEM

Only A.B.C. newspaper in Lynn, Mass.

Represented by Small, Brewer and Kent, Inc.
CHICAGO • NEW YORK • BOSTON
SAN FRANCISCO • LOS ANGELES

EVERYBODY LIVES WELL

Holyoke families enjoy maximum comforts . . . spend liberally for nourishment, health and home furnishings.

Their retail sales top the national family average by 19% . . . food sales by 34% . . . drug by 11% . . . furniture-household-radio by 31%.

Holyoke's full home life shapes into an attractive pattern for advertising. Cultivate these worthwhile families through the Transcript-Telegram . . . which reaches more than 25,000 families daily in Holyoke and its adjoining communities in the city zone. Your advertising in this newspaper blankets a retail market of \$85,208,000.

The Holyoke Transcript-Telegram

HOLYOKE, MASS.

Represented by

The Julius Mathews Special Agency, Inc.

A WORD TO THE WISE

Here's something to bear in mind! Salem's family drug sales are \$113—41% above the national average . . . third highest in the state . . . higher than Worcester, Springfield, Fall River, New Bedford, Lynn, Lowell, Lawrence.

Just another example of the plus buying power and living habits that make Salem one of your most profitable advertising buys in Massachusetts . . . and New England.

When you sell Salem through the Evening News, you reach a city zone of 164,000 people . . . with \$4,088,000 drug sales.

THE SALEM EVENING NEWS SALEM, MASS.

Represented by
The Julius Mathews Special Agency, Inc.

\$32,689,000 Food Sales

In a year, Pittsfield metropolitan county's 37,500 families put \$167 more food on their plates than the average family. This adds up to \$6,107,400 EXTRA business . . . bringing the total food volume up to \$32,689,000! Pittsfield metropolitan county is a preferred market for both quantity and quality food sales.

The Berkshire Eagle—with 119% coverage of the entire ABC market, and one of the top retail lineage records in the state—does an EXTRA fine job of selling this rich market.

THE BERKSHIRE EAGLE Pittsfield, Mass.

Represented by
The Julius Mathews Special Agency, Inc.

High Spot Cities

RETAIL SALES
(S.M. Forecast for November, 1950)

City	City	City	
Index	Index	Nat'l	\$
1950	1950	1950	(Million)
vs.	vs.	vs.	November
1939	1949	1949	1950

Massachusetts (cont.)

★ New Bedford ..	282.2	109.8	100.7	10.13
★ Pittsfield	275.2	109.1	100.1	5.89
★ Springfield	256.7	110.9	101.7	18.92
★ Salem	313.9	109.9	100.8	5.43
★ Worcester	272.2	109.4	100.4	22.21

Michigan

★ Battle Creek ..	336.9	110.2	101.1	7.21
Bay City	370.7	106.8	98.0	7.08
★ Detroit	367.7	113.7	104.3	215.18
★ Flint	352.4	120.4	110.5	22.02
★ Grand Rapids ..	338.3	112.6	103.3	24.02
★ Jackson	312.2	111.0	101.8	7.68
★ Kalamazoo	321.8	114.1	104.7	10.20
★ Lansing	333.9	110.6	101.5	13.69
Muskegon	266.2	104.2	95.6	5.51
★ Pontiac	371.8	111.2	102.0	10.15
★ Royal Oak-				
Ferndale	433.0	117.7	108.0	8.53
Saginaw	335.1	111.7	102.5	10.59

Minnesota

Duluth	249.9	99.5	91.3	10.57
Minneapolis ...	269.6	105.0	96.3	63.84
St. Paul	253.1	103.4	94.9	37.31

Mississippi

★ Jackson	440.2	111.9	102.7	10.08
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Missouri

Kansas City ...	375.0	106.4	97.6	74.18
St. Joseph	283.1	107.1	98.3	7.22
St. Louis	305.9	107.5	98.6	95.15
★ Springfield	386.0	113.8	104.4	8.84

Montana

★ Billings	362.8	109.0	100.0	5.95
Butte	232.1	105.1	96.3	5.13
Great Falls ...	326.3	105.6	96.9	5.84

Nebraska

Lincoln	332.0	107.9	99.0	11.42
★ Omaha	319.6	110.1	101.0	29.66

Nevada

Reno	337.3	93.0	85.3	6.78
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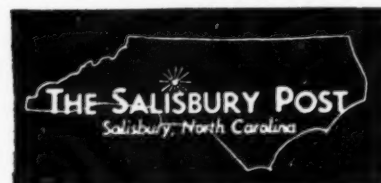
Looking for an ideal TEST MARKET?

this is it

Salisbury is North Carolina's No. 1 Per Capita Sales Market, retail that is, and that is what you're casting for. Why more people live in 50 miles than in any similar area in the state. Independent; not bled by outside cities. Cash stays home for local stores. POST coverage exceeds 83%. All outside papers combined less than 22%. Lively merchandising service and test-campaign support that makes sales managers goggle-eyed with delight.

Plus outstanding
merchandising support

Write for BRAND PREFERENCE SURVEY



WARD-GRIFFITH COMPANY
Representatives

Again in 1949 ALTOONA TOPS the STATE and NATION . . . in Per Capita Food Buying!

Altoona, Pennsylvania, residents spent over \$100 more each on food than the average American in 1949, revealed by data from "Sales Management" annual survey of buying power.

The survey lists Altoona's per capita food sales for 1949 at \$321, compared to \$220 for the state of Pennsylvania and \$203 for the nation as a whole.

The survey lists total food sales for Altoona at \$27,211,000, which are "exceptionally high" for a city Altoona's size.

The Altoona Mirror is your best advertising medium for results in the Altoona market!

Altoona Mirror.

ALTOONA'S ONLY
EVENING NEWSPAPER

Richard E. Beeler
Advertising Manager

SALES MANAGEMENT

RETAIL SALES
(S.M. Forecast for November, 1950)

	City Index	City Index	City Nat'l Index	\$ (Million)
	1950	1950	1950	November
	vs. 1939	vs. 1949	vs. 1949	1950

New Hampshire

Manchester	287.2	108.0	99.1	8.50
Nashua	252.0	104.5	95.9	3.20

New Jersey

★ Atlantic City	287.2	109.7	100.6	11.26
★ Camden	325.9	115.1	150.6	14.11
★ Elizabeth	303.3	110.3	101.2	12.01
Jersey City-				
Hoboken	259.8	101.6	93.2	26.47
★ Newark	266.6	111.5	102.3	58.47
★ Passaic-Clifton	340.2	118.2	108.4	14.46
★ Paterson	298.3	114.7	105.2	18.08
Trenton	305.4	108.0	99.1	17.56

New Mexico

★ Albuquerque	732.2	127.4	116.9	15.01
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New York

★ Albany	326.3	115.9	106.3	21.73
Binghamton	296.3	105.9	97.2	11.08
★ Buffalo	304.5	111.8	102.6	67.01
Elmira	296.6	105.2	96.5	7.03
★ Hempstead				
Township	568.2	125.4	115.0	59.09
Jamestown	284.9	105.1	96.4	5.27
★ New York	277.7	110.2	101.1	779.74
Niagara Falls	296.5	101.6	93.2	9.25
Rochester	251.3	103.4	94.9	37.57
Schenectady	325.9	101.8	93.4	12.84
★ Syracuse	266.0	110.5	101.4	24.79
Troy	308.7	104.0	95.4	9.60
★ Utica	299.2	109.0	100.0	11.88

North Carolina

★ Asheville	308.8	109.4	100.4	7.01
★ Charlotte	455.8	122.0	112.1	19.10
Durham	400.1	108.5	99.5	8.78
★ Greensboro	491.8	117.8	108.1	12.05
★ Raleigh	388.8	116.4	106.8	8.71
★ Salisbury	319.3	113.4	104.0	3.13
Wilmington	334.1	108.0	99.1	4.31
★ Winston-Salem	353.3	112.8	103.5	9.08

North Dakota

Fargo	336.3	99.1	90.9	6.02
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Ohio

★ Akron	309.0	109.9	100.8	29.48
Canton	282.3	104.5	95.9	15.04
★ Cincinnati	274.9	109.6	100.6	55.70
Cleveland	281.3	104.9	96.2	103.96
Columbus	283.6	105.0	96.3	39.71
★ Dayton	324.0	111.1	101.9	30.33
Mansfield	294.1	107.6	98.7	5.56
Springfield	298.5	104.4	95.8	8.06
Toledo	300.2	108.1	99.2	34.73
Warren	334.0	106.9	98.1	6.38
Youngstown	267.8	107.7	98.8	18.80

Oklahoma

Bartlesville	309.7	104.5	95.9	2.23
★ Muskogee	328.3	112.3	103.0	3.71
★ Oklahoma City	350.8	110.6	101.5	28.31
★ Tulsa	355.5	103.6	95.0	21.19

Oregon

★ Eugene	464.8	115.0	105.5	7.39
Portland	319.8	105.9	97.2	51.62
Salem	391.6	105.0	96.3	7.01

Pennsylvania

Allentown	306.1	107.7	98.8	13.07
Altoona	264.4	103.1	94.6	7.43
★ Bethlehem	357.6	116.0	106.4	6.83
Chester	342.4	101.7	93.3	7.91



FIRST CHOICE

among "preferred" cities

Passaic-Clifton still leads all major New Jersey cities in sales increases. This month its retail volume is 18.2% better than November, 1949, and 8.4% higher than the national average increase . . . greatest gains of any New Jersey High Spot city this month.

Here are two sound reasons for this consistently higher retail volume: Passaic-Clifton's average family income is highest of all major North Jersey cities; it is the chief retail center in the heart of industrial North Jersey.

51,880

abc-3/31/50

THE HERALD-NEWS

PASSAIC-CLIFTON, N. J.

The Julius Mathews Special Agency

DO IT THE EASY WAY!

Chester, Pa. is the nerve-center of Pennsylvania's busy Delaware County, where retail sales hit \$290 million in 1949 . . . 218% ahead of 1939! Trying to cover this busy, booming area with the commuter-circulation of nearby Philadelphia newspapers is like trying a ten-strike with an aggie! There's one easy way to do the job—and it's a worthwhile job. Use the Chester Times, Delaware County's only home town daily!



Chester Times

National Representatives: STORY, BROOKS & FINLEY

CHECK FACTS Before You Decide Norristown Can Be Sold With The Thin Coverage Offered By Philadelphia Newspapers . . .

Philadelphia's fringe area circulation just can't sell the Norristown market so thoroughly covered and so thoroughly sold by the Times Herald's concentrated penetration into 9 out of 10 city zone homes! Be sure to include Norristown in your next sales planning for Montgomery County!

NORRISTOWN^{Pd} TIMES-HERALD

Represented Nationally By The
Julius Mathews Special Agency

ONE LONELY MILLIONAIRE

Among the prosperous 50,000 - plus population of Woonsocket, we know of only one millionaire. The rest of the folks, however, seem to eat like millionaires. Woonsocket's well-paid middle-income multitude spends 16% more on food than other Rhode Island families. Reach all this steady-spending market through its one local paper, the —

WOONSOCKET CALL

Representatives: Gilman, Nicoll & Ruthman
Affiliated: WWON, WWON-FM
COVERS RHODE ISLAND'S PLUS MARKET

High Spot Cities

RETAIL SALES (S.M. Forecast for November, 1950)

City Index 1950	City Index 1950	City Nat'l Index 1950	\$ (Million) November 1950
vs. 1939	vs. 1949	vs. 1949	

Pennsylvania (cont.)

Erle	358.1	108.0	99.1	15.22
Harrisburg	314.7	105.6	96.9	13.91
Johnstown	248.4	99.8	91.6	7.85
★ Lancaster	308.0	115.5	106.0	9.67
★ Norristown	294.6	109.5	100.5	4.39
Oil City	253.5	102.0	93.6	2.18
★ Philadelphia ..	328.9	117.4	107.7	221.69
Pittsburgh	279.9	107.3	98.4	82.99
★ Reading	300.4	113.4	104.0	14.48
★ Scranton	279.4	112.8	103.5	13.83
Wilkes-Barre ..	264.1	99.2	91.0	9.64
York	275.7	101.6	93.2	7.25

Rhode Island

★ Providence	276.9	116.2	106.6	32.09
★ Woonsocket ...	285.9	113.4	104.0	4.86

South Carolina

Charleston ...	366.8	107.3	98.4	9.39
★ Columbia	395.9	109.0	100.0	11.56
★ Greenville	406.1	116.2	106.6	9.30
★ Spartanburg ...	429.9	115.5	106.0	7.05

South Dakota

Aberdeen	491.6	103.3	94.8	4.08
Sioux Falls	335.6	105.0	96.3	6.88

Tennessee

★ Chattanooga ...	312.8	110.6	101.5	15.36
★ Knoxville	369.1	109.7	100.6	17.09
★ Memphis	380.6	114.1	104.7	45.33
★ Nashville	354.3	115.3	105.8	25.05

RETAIL SALES (S.M. Forecast for November, 1950)

City Index 1950	City Index 1950	City Nat'l Index 1950	\$ (Million) November 1950
vs. 1939	vs. 1949	vs. 1949	

Texas

★ Amarillo	490.9	116.7	107.1	11.39
Austin	389.8	107.9	99.0	13.72
Beaumont	426.7	107.1	98.3	11.35
★ Corpus Christi .	553.9	125.8	115.4	15.51
Dallas	401.8	109.0	100.0	61.08
★ El Paso	462.2	118.5	108.7	15.90
★ Fort Worth ...	472.0	116.2	106.6	38.61
Galveston	349.1	101.8	93.4	7.61
Houston	406.7	107.8	98.9	69.38
★ Lubbock	584.9	131.5	120.6	10.82
★ San Antonio ..	434.4	114.1	104.7	39.36
★ Waco	513.4	122.6	112.5	11.14
★ Wichita Falls ..	385.1	110.4	101.3	7.78

Utah

Ogden	421.1	105.9	97.2	7.20
Salt Lake City .	319.4	104.6	96.0	21.27

Vermont

Burlington	296.0	108.7	99.7	4.41
Rutland	207.9	99.6	91.4	2.10

Virginia

★ Lynchburg	303.7	112.6	103.3	5.68
Newport News ..	362.0	97.0	89.0	6.01
★ Norfolk	414.8	115.3	105.8	23.19
Portsmouth ...	461.4	107.8	98.9	6.69
Richmond	321.2	102.9	94.4	30.58
★ Roanoke	382.7	109.4	100.4	12.17

Washington

Seattle	317.5	106.6	97.8	58.19
Spokane	301.2	107.1	98.3	17.38
Tacoma	335.3	107.4	98.5	16.23
Yakima	340.0	98.9	90.7	6.80

West Virginia

Charleston	339.2	97.2	89.2	13.06
Hungington ...	329.9	104.2	95.6	9.04
★ Wheeling	307.9	109.8	100.7	8.62

Wisconsin

Appleton	325.5	107.5	98.6	4.59
Green Bay	297.8	105.7	97.0	6.91
Madison	295.4	106.2	97.4	11.52
Milwaukee	307.5	105.3	96.6	77.93
Racine	347.7	95.5	87.6	8.24
Sheboygan	293.7	105.2	96.5	4.70
Superior	272.1	105.1	96.4	3.51

Wyoming

Casper	390.2	108.1	99.2	3.96
Cheyenne	355.4	108.0	99.1	4.90

SALES MANAGEMENT

High Spot Cities

RETAIL SALES (S.M. Forecast for November, 1950)

City Index	City Index	City Nat'l Index	\$ (Million)
1950 vs. 1941	1950 vs. 1949	1950 vs. 1949	November 1950

CANADA

254.7 111.8 100.0 742.50

Alberta

★ Calgary	363.3	118.2	105.7	15.95
★ Edmonton	408.4	125.6	112.3	16.54

British Columbia

Vancouver	331.7	104.2	93.2	40.76
Victoria	294.1	103.4	92.5	9.15

Manitoba

Winnipeg	270.3	100.6	90.0	31.25
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New Brunswick

Saint John	208.6	96.7	86.5	4.36
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Nova Scotia

Halifax	226.3	93.7	83.8	9.80
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Ontario

Hamilton	244.0	106.5	95.3	17.98
★ London	259.8	116.3	104.0	8.78
Ottawa	223.8	106.1	94.9	15.44
★ Toronto	262.2	118.7	106.2	88.76
Windsor	237.0	107.4	96.1	10.76

Quebec

Montreal	271.1	111.5	99.7	90.56
Quebec	237.6	104.8	93.7	12.71

Saskatchewan

★ Regina	341.1	116.9	104.6	10.95
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NOVEMBER 1, 1950

Enjoy smooth selling



LOCATION. For their painted bulletins, Schenley picks spots where traffic is thickest. And in this premium location, notice how GOA's special lighting effects . . . cut out, illuminated letters . . . pay off in additional impact and

remembrance! General Outdoor Advertising Co., 515 S. Loomis St., Chicago 7, Illinois.

★Covers 1400 leading cities and towns



1925 Silver Anniversary Year 1950

Has your sales effort Kept up with America's changing markets?

For the answer to this question, check your marketing strategy against ten-year trends as reported and analyzed in SALES MANAGEMENT's November 10th "Survey of Metropolitan and Test Markets."

This feature will show how each of the nation's 186 metropolitan markets have grown since 1939 in total retail sales, food sales, general merchandise sales, drug sales, furniture-household-radio sales and automotive sales. In addition, this issue will give the complete results of our new poll: "Experts pick the best test markets."

a Whale of a Market
Quad-Cities
 Rock Island, Ill. Moline, Ill.
 East Moline, Ill. Davenport, Ia.

233,012
 (1950 census)

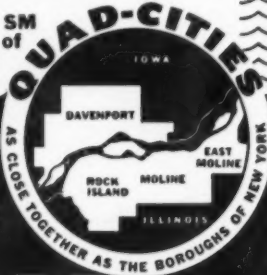
\$246,605,000
 RETAIL SALES
 (1948 U. S. Business Census)

\$418,578,000*
 EFFECTIVE BUYING INCOME

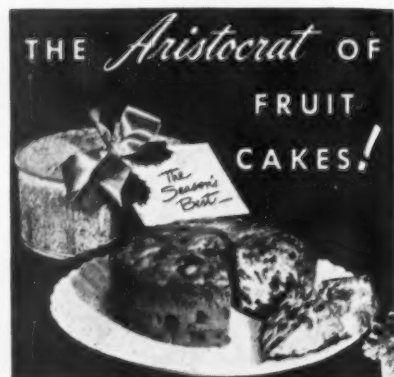
* 1950 SM
 Survey of
 Buying
 Power

Highest Hooperated Quad-Cities Station

WHBF AM-FM-TV
 5000 WATTS
 BASIC ABC
 NAT'L. REP. AVERY KNODEL, INC.



HERE'S THE ANSWER TO YOUR CHRISTMAS GIFT PROBLEM!



Guild Crest by FARM CREST

Delicious, tantalizing golden cake lavishly filled with rich nutmeats and luscious fruits, beautifully packaged in an attractive metal humidor. Guild Crest Fruit Cakes are advertised in Good Housekeeping Magazine—covered by Good Housekeeping's Consumer's Guaranty.

Act now! Send your gift list to us. With each fruit cake, we'll enclose a Christmas gift card with your name (or your own personal cards), and handle all details of addressing and shipping. (No C.O.D.'s).

Individual Orders 2½ lb. \$3.75, 5 lb. \$7.11
 FARM CREST BAKERIES, 5851 RUSSELL, DETROIT 11, MICH.

Group orders of 10 or more
 2½ lb. \$2.95 ea.
 5 lb. \$5.75 ea.

POSTPAID

Readers' Service Can Furnish These Reprints

PLEASE SEND REMITTANCE with order to Readers' Service Bureau, SALES MANAGEMENT, 386 Fourth Ave., New York 16, N. Y. These reprints may be ordered by number.

NEW REPRINTS

219—Don't Hire a Salesman—Hire a Man & Wife Team, by Robert F. Browne. (Price 10c)

218—Basic Reference Sources in the Field of Sales & Advertising. (Price 25c)

217—How to Keep Sales Bulletins Out of Hotel Waste Baskets, by Herbert W. Green. (Price 10c)

216—When the Dealer Says "I'm All Stocked Up," by W. C. Dorr. (Price 10c)

215—A Time-Saver List of Sources for Maps for Sales Executives. (Price 50c)

214—What Does It Cost to Operate A Salesman's Car Today? by R. E. Runzheimer. (Price 25c)

213—Cost of Keeping Salesmen in the Field Rises 12-13% Since 1947. (Price 10c)

212—Who Killed Waltham? by Lawrence M. Hughes. (Price 25c)

211—Will Sampling Techniques Work for Industrial Sales Research? by Francis Jurashek. (Price 10c)

210—A Portfolio on Point-of-Sale Merchandising. (Price 50c)

DIRECTOR MERCHANDISING

Large manufacturer with national consumer distribution requires a man with highest type experience to correlate and direct entire program of merchandising, advertising and promotion. Must have sound advertising agency experience as well as experience in large manufacturing company, capable of senior executive responsibilities and ability to work with many people at all levels. Age 35-45. Resume required. Confidence respected. Write Box 2745, Sales Management, 386 Fourth Ave., N.Y.C.

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156—Sales and Advertising Experts Pick the Best Test Markets of the Country in Three Population Groups. (Price 25c)

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MANPOWER PROBLEMS

209—Our Salesmen Can Design Tools, But They Sell Profits, Not Machines. (Price 10c)

208—Trouble Spots in Sales; How We Localize and Cure Them, by Sumner J. Robinson. (Price 25c)

205—When You're on the Blacklist Because You've Botched a Sale, by Harry G. Swift. (Price 10c)

204—Ten Major Reasons Why Salesmen Fail, by Burton Bigelow. (Price 10c)

199—Ten Lessons in Speech Training For Executives and Salesmen, by Dr. James F. Bender. (Price 35c)

198—Sales Force Teamwork: How Can You Inspire It? by Eugene B. Mapel. (Price 5c)

197—Death of Many Salesmen, by James S. Arnold. (Price 10c)

196—The Shortage of Key Men: What Can We Do About It? by Marvin Bower. (Price 25c)

193—Can We Save the Salesman Who Thinks He's Down and Out? by Harry G. Swift. (Price 10c)

189—Hunch & Prejudice in Hiring: The Crux of Manpower Failures, by Robert N. McMurtry. (Price 10c)

Market-Product Research & Sales Surveys

The Sales Institute
 330 Commercial Exchange Bldg.
 Los Angeles 14, Cal.

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I Know The PROMOTION DIRECTOR For You!

This young fellow has been responsible for both sales and circulation promotion for one of the biggest publishing successes of the past decade. He's had his hand in other angles of the business, too, as asst. to one of the top brass. Just 40, he wants to make his first change in 15 years. I'll recommend him to any medium. Write

PHILIP SALISBURY
Editor
Sales Management

COMMENT



THE NUMBER ONE JOB OF EVERY GOOD CITIZEN

I will vote at all elections. I will inform myself on candidates and issues and will use my greatest influence to see that honest and capable officials are elected. I will accept public office when I can serve my community or my country thereby.

VOTING IS EVERYBODY'S JOB!



IF YOU DON'T VOTE NOV. 7 . . .

Don't kick about the winners on November 8th.

In a Presidential election, less than 50% of the eligible men and women take the trouble to vote. In an "off-year" election, such as this one when all 435 Representatives in Congress and 32 Senators are to be selected, even fewer people go to the polls.

This year The American Heritage Foundation is sponsoring a non-partisan drive to get out the vote. The first of nine promises of a good citizen is, in its words, "I will vote at all elections."

Two years ago a prominent industrialist achieved an embarrassing — but perhaps worthwhile — notoriety. He was chairman of a Republican finance committee. He'd raised quite a lot of money. And he'd put in many hours working for his party's candidates. The day-after-election pay-off: He hadn't bothered to vote himself!

FAINT ODOR OF GARLIC

Because of a deep sense of public responsibility, the radio-TV folks have imposed upon themselves a rather strict code with reference to standards of good taste which must be met in the programs that go on the air. That's all to the good, and we believe reflects a tremendous amount of credit on the industry.

Of late, however, we've heard an increasing amount of criticism of radio-TV program content which might bear some serious consideration by program departments. Many people resent what they consider to be an offensive amount of "plugging" worked into scripts. We agree.

An actress cast in a dramatic role apparently demands — and gets — a free plug for her appearance at the Shamrock Hotel. A guest on a quiz program is rewarded with a tedious exchange of conversation about a "terrific" new book he has written. Bagpipers, zither players and singers of folk songs all manage free publicity for their latest records for Decca or Columbia or Victor. And so on and on.

No one objects to simple credit lines. And a certain amount of personality information undoubtedly contributes to the public's enjoyment of a radio performer. The point is that script of this kind is easily subject to abuse, and the line between what is acceptable and what is an unmitigated bore — and an imposition on the public and the medium — is very fine. Quiet presence of the publicity man is one thing; blatant intrusion is something else.

It just isn't in the interests of radio-TV to let this sort of thing get out of hand to the point where the listener wants to switch off the dial and cry "Blah, blah, blah!"

TOO MUCH TALK

Salesmen who call on purchasing agents — and their industrial sales executives bosses — are missing a big bet.

Not many salesmen are using visual presentation aids. Purchasing agents would welcome more of them.

That's the simple fact disclosed in the October issue of *Purchasing* magazine. *Purchasing* asked its readers — the people whom your salesmen call on — "Do you find any substantial number of salesmen making use of modern visual methods in the presentation of their sales story?"

Their answers are startling. 18% said that industrial salesmen do use visual aids; 82% reported that they did not.

Purchasing put this question to its readers: "Do you find these methods more interesting and helpful than the conventional sales interview?" 13% said "no," but 87% said "yes."

"If you find visual presentations more time consuming," asked *Purchasing*, "are you willing to allot more than the usual amount of time for such a presentation?" 77% of the purchasing agents interviewed said that they would; 23% said they wouldn't.

There's your cue. Take it from here.

ANOTHER TITLE FOR YOU?

Defense Co-ordinator: That's the new title just given to Fred J. Walters, vice-president in charge of marketing, Hotpoint, Inc. He'll be chairman of Hotpoint's Defense Contract Committee.

Defense Products Division: Manager of this new division of Air King Products Co., Inc. is Jack Crossin, until now field sales manager of Air King (radio-TV-recorder).

To Every Management Seeking Better Methods of Distribution



Are you holding a good product down?

**Give your cargo a chance to fly
—watch your sales soar**

As 1951 APPROACHES, more and more distributors are turning to Airfreight to gain a competitive edge in an ever-increasing competitive market. For, from dahlias to diesels, this modern form of transportation can develop new potentialities in any product with a wholesale value upwards of 50¢ per pound.

When cargo moves in volume at air speeds, you can compete successfully in distant areas with local manufacturers or enter new ones previously forbidden by your product's perishability. Today, it is demand alone, rather than time or distance, that defines the sales territory of the air-minded manufacturer.

Another benefit . . . equally important but not so apparent . . . is Airfreight's ability to lower the overall cost of doing business. Overnight deliveries reduce inventory requirements while lighter handling cuts insurance rates and eliminates the need to buy and pay freight on expensive packaging.

It is because of these many advantages affecting all phases of distribution that the original choice of Airfreight must be a management decision. Let an American Airlines representative tell the story of Airfreight in terms of your business and you'll readily see why today more than ever, it pays to do business from the ground "up." For complete information, write today to American Airlines, Inc., Cargo Division, 100 Park Avenue, New York 17, New York.



FIRST AND FOREMOST—**AMERICAN AIRLINES** *Airfreight*

**Developed to get the greater sales demanded
by today's high break-even point —**

THE CHICAGO TRIBUNE CONSUMER-FRANCHISE PLAN



ALMOST every company today has to sell more just to break even. Even a slight dip in sales may result in red figures.

More than ever, advertising must be relied on to produce needed volume. More than ever, to be fully effective in producing volume, it must be shaped to meet stiffer competition and to capitalize accelerating trends in retailing.

From its study of advertising and selling in Chicago the Chicago Tribune has developed a sound procedure that can produce greater sales and a

stronger market position for your brand. Through it you can cash in on the increasing trend towards fewer brands per line and self-service.

You can get larger store inventories, better shelf position and a greater share of the day-to-day buying of consumers. You can build a consumer franchise effectively resistant to competitive promotion and sales work.

Highly productive in Chicago, the plan can be put into operation in any market. It will strengthen present successful methods. It will win the sup-

port of your sales staff and distributive organization. Pointed for immediate volume returns, it provides a stable base for future expansion.

Retailers are not interested in stocking and pushing a brand which their customers are not interested in buying. The Tribune plan meets that challenge squarely.

If you want to know how it can be used in your business, a Tribune representative will be glad to tell you about it. Ask him to call. Do it now while the matter is fresh in your mind.

Chicago Tribune

The World's Greatest Newspaper

Chicago Tribune representatives: A. W. Dreier, 810 Tribune Tower, Chicago 11; E. P. Struhsacker, 220 E. 42nd St., New York City 17; W. E. Bates, Penobscot Bldg., Detroit 26; Fitzpatrick & Chamberlin, 155 Montgomery St., San Francisco 4; also 1127 Wilshire Blvd., Los Angeles 17

NOV 7 1950